



Hypermarkets in the United Arab Emirates

April 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Hypermarkets continues to dominate sales within grocery retailers
Lulu sells 30% stake through IPO in Abu Dhabi
Digitalisation continues to transform operating activities

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Hypermarkets set to benefit from further store expansion
Competition will intensify between private sector and cooperatives
Hypermarkets to broaden wellness and sustainable offerings

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Retail in the United Arab Emirates - Industry Overview

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Higher polarisation with premiumisation rising while consumers remain under pressure
More strategic partnerships form as competition intensifies
What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
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- Seasonality
- Dubai Shopping Festival (“DSF”)
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- Back to School
- Super Sales
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