



Euromonitor
International

Supermarkets in the United Arab Emirates

April 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Expansion into new communities supports solid growth of supermarkets
- Spinneys Dubai retains lead as it benefits from defined offerings
- Abu Dhabi Cooperative Society consolidates operations under MAIR Group

PROSPECTS AND OPPORTUNITIES

- Investment and population expansion are growth opportunities
- Private label set to become increasingly relevant in local market
- Retail e-commerce as another growth avenue for supermarkets

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Retail in the United Arab Emirates - Industry Overview

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- Retail in 2024: The big picture
- 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
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