



Euromonitor
International

General Merchandise Stores in Saudi Arabia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Mixed performance for general merchandising stores
Centrepoint maintains its lead as it expands outlets
Social media aids in encouraging new sales for the channel while thriving tourism industry brings new shoppers to the Kingdom

PROSPECTS AND OPPORTUNITIES

Department stores set to benefit from economic growth
Variety stores to benefit from rising demand for value propositions
Higher tourism footfall likely to boost sales in general merchandise stores

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Retail in Saudi Arabia - Industry Overview

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Retail in 2024: The big picture
Mergers and acquisitions reshape the competitive landscape
Retail e-commerce is developing at considerable speed
What next for retail?

OPERATING ENVIRONMENT

- Informal retail
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