



Euromonitor
International

Small Local Grocers in the United Arab Emirates

April 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Small local grocers struggles to access new communities and loses momentum
Some food/drink/tobacco specialists still attract considerable demand
Despite digital development, small local grocers lags behind large grocery retailers

PROSPECTS AND OPPORTUNITIES

Small local grocers is set to lose ground over the forecast period
The liberalisation of alcohol in Abu Dhabi offers opportunities for drinks specialists
Digitalisation could potentially revitalise operations of small local grocers

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Retail in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

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")
- Dubai Summer Surprises ("DSS")
- Back to School
- Super Sales
- White Friday

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