

Hypermarkets in Saudi Arabia

Market Direction | 2023-03-13 | 37 pages | Euromonitor

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Report description:

Hypermarkets witnessed strong growth in 2020 following the outbreak of COVID-19, with panic-buying and stockpiling benefiting sales through the channel. However, as COVID-19 restrictions were gradually lifted local consumers started spending less time at home and as a result prepared and ate fewer meals and snacks there. This trend continued to have a negative impact on sales in hypermarkets in 2022, with many consumers switching to buying foodservice, or shopping in smaller and easier to access...

Euromonitor International's Hypermarkets in Saudi Arabia report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Hypermarkets market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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