

Discounters in the United Arab Emirates

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Report description:

Viva is a discounter chain in the United Arab Emirates, operating in Dubai, Sharjah, and Ajman. It offers a variety of products, including fresh foods and personal care items, offering prices that are generally 30-45% cheaper than those that can be found in supermarkets. Most products at Viva cost AED8-15. The chain mostly operates outlets in busy residential areas. The competition within modern grocery retailers has intensified in recent years, with outlet expansion growing steadily for the pas...

Euromonitor International's Discounters in United Arab Emirates 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 Discounters 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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