

Discounters in the United Arab Emirates

Market Direction | 2024-02-27 | 33 pages | Euromonitor

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Report description:

Viva discounters have become popular in the United Arab Emirates due to their affordability, quality products, exclusive offerings, and convenient locations, catering for a wide range of consumers looking for budget-friendly shopping options. Viva's business model is based on bulk buying at cost, direct from the manufacturer, which allows it to offer lower prices to customers. This approach has proven successful in attracting consumers seeking affordable grocery options. Viva's "Special Buy" dea...

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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Table of Contents:

Discounters in the United Arab Emirates
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List Of Contents And Tables

DISCOUNTERS IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Viva remains in the spotlight as the only discounter in the local market

Rapid penetration in residential areas through smaller formats is winning strategy

Viva remains competitive in higher cost-of-living environment

PROSPECTS AND OPPORTUNITIES

Positive outlook for discounters in the United Arab Emirates, with room for new players

Discounters set to see greater appeal as value hacking becomes key trend in 2024

Private label may emerge as a key strategy among grocery retailers but brand value will matter

CHANNEL DATA

Table 1 Discounters: Value Sales, Outlets and Selling Space 2018-2023

Table 2 Discounters: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 3 Discounters GBO Company Shares: % Value 2019-2023

Table 4 Discounters GBN Brand Shares: % Value 2020-2023

Table 5 Discounters LBN Brand Shares: Outlets 2020-2023

Table 6 Discounters Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 7 Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

RETAIL IN THE UNITED ARAB EMIRATES

EXECUTIVE SUMMARY

Retail in 2023: The big picture

Retailers explore innovative ways to integrate technology to improve shopping journey

Sustainability takes centre stage in board discussions with COP28

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2023

Seasonality

Dubai Shopping Festival

Dubai Summer Surprise

Back to School

Super Sales

White Friday

MARKET DATA

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 9 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 10 Sales in Retail Offline by Channel: Value 2018-2023

Table 11 Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 12 Retail Offline Outlets by Channel: Units 2018-2023

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Table 13 Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 14 Sales in Retail E-Commerce by Product: Value 2018-2023

Table 15 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 16 Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 17 □Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 18 □Sales in Grocery Retailers by Channel: Value 2018-2023

Table 19 □Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 20 □Grocery Retailers Outlets by Channel: Units 2018-2023

Table 21 □Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 22 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 23 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 24 □Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 25 □Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 26 □Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 27 □Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 28 □Retail GBO Company Shares: % Value 2019-2023

Table 29 □Retail GBN Brand Shares: % Value 2020-2023

Table 30 □Retail Offline GBO Company Shares: % Value 2019-2023

Table 31 □Retail Offline GBN Brand Shares: % Value 2020-2023

Table 32 □Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 33 □Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 34 □Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 35 □Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 36 □Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 37 □Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 38 □Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 39 □Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 40 □Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 41 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 42 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 43 □Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 44 □Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028

Table 45 □Forecast Retail Offline Outlets by Channel: Units 2023-2028

Table 46 □Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028

Table 47 □Forecast Sales in Retail E-Commerce by Product: Value 2023-2028

Table 48 □Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028

Table 49 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 50 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 51 □Forecast Sales in Grocery Retailers by Channel: Value 2023-2028

Table 52 □Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028

Table 53 □Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Table 54 □Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

Table 55 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 56 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 57 □Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 58 □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 59 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

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