

## **General Merchandise Stores in Saudi Arabia**

Market Direction | 2024-03-28 | 38 pages | Euromonitor

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### **Report description:**

Value-oriented department stores such as Centerpoint and RedTag continued to lead the category in 2023 outperforming outlets with a more premium positioning. This was largely due to price increases with many shoppers displaying a more conservative approach to spending. Department stores such as Centerpoint and RedTag serve a larger demographic where despite increased average household incomes the majority of customers still lean towards value shopping. Department stores operators such as Centerp...

Euromonitor International's General Merchandise Stores 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.

Product coverage: Department Stores, Variety Stores.

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

### **Why buy this report?**

- \* Get a detailed picture of the General Merchandise Stores 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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Consumers favour department stores that offer a strong value proposition

The variety stores channel continues to expand in the country with consumers attracted by strong value proposition

Social media aids in encouraging new sales for the channel while thriving tourism industry brings new shoppers to the Kingdom

##### PROSPECTS AND OPPORTUNITIES

E-commerce could threaten in-store sales

Higher tourism footfall likely to boost sales in general merchandise stores

Variety stores and department stores may need to evolve in order to remain successful in the market

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