



# Supermarkets in the United Arab Emirates

April 2025

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## Supermarkets in the United Arab Emirates - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Expansion into new communities supports solid growth of supermarkets  
Spinneys Dubai retains lead as it benefits from defined offerings  
Abu Dhabi Cooperative Society consolidates operations under MAIR Group

#### PROSPECTS AND OPPORTUNITIES

Investment and population expansion are growth opportunities  
Private label set to become increasingly relevant in local market  
Retail e-commerce as another growth avenue for supermarkets

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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")  
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