



Euromonitor  
International

# Retail in Middle East and Africa

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## REGIONAL OVERVIEW

Middle East and Africa has the lowest regional retail per capita consumption

Return to positive growth expected for the regional retail market from 2024

Direct selling and vending very small channels in Middle East and Africa

Non-grocery retailers negatively impacted by the pandemic

E-commerce the most dynamic channel over the 2018-2023 period

Saudi Arabia sees major sales losses over 2018-2023

Saudi Arabian government supporting investment in the Kingdom's retail industry

Economic problems hit sales in Algeria

## LEADING COMPANIES AND BRANDS

Fragmented competitive landscapes across Middle East and Africa

Lulu establishes an anchor hypermarket in the world's biggest mall in Dubai

A lack of companies with a regional presence among the top 10 players

Carrefour brand continues to lead the Middle East and Africa retail industry

## FORECAST PROJECTIONS

Positive growth expected over the forecast period for retail in Middle East and Africa

E-commerce expected to remain a key growth driver over 2023-2028

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