

Hypermarkets in the United Arab Emirates

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Hypermarkets in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hypermarket operators aim to promote local products Lulu establishes an anchor hypermarket in the world's biggest mall in Dubai Use of technology to enhance customer experience a key trend in hypermarkets

PROSPECTS AND OPPORTUNITIES

Hypermarkets to focus on more diverse food types and cuisines in addition to healthier options Lulu Group to strengthen its position with an IPO Discount and reward wars likely in an effort to retain consumers

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