

# Convenience Retailers in Saudi Arabia

March 2024

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## Convenience Retailers in Saudi Arabia - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Convenience stores thriving thanks to high traffic locations and targeted offering Forecourt retailers entering a period of consolidation as new legislation introduced in Saudi Arabia New players investing in convenience stores

# PROSPECTS AND OPPORTUNITIES

Strategic partnerships with delivery services can support sales of convenience stores Favourable outlook for convenience retailers as players eye opportunities for expansion Players to focus on differentiating their offer to encourage repeat business

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