

Small Local Grocers in Saudi Arabia

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Modern grocery retailers and e-commerce present a significant threat to the growth of small local grocers

Small local grocers required to meet new municipal conditions to obtain permit to operate

Small local grocers remain a vital part of the community

PROSPECTS AND OPPORTUNITIES

Competition from modern retail channels likely to challenge the growth of small local grocers

Small local grocers expected to increasingly focus on the use of local suppliers

Small local grocers may need to adapt to remain relevant

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Retailers adopt personalised marketing strategies

What next for retail?

OPERATING ENVIRONMENT

Informal retail

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Seasonality

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