

# Grocery Retailers in Middle East and Africa

April 2023

Table of Contents

## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

Strong growth for grocery retailers in Middle East and Africa over 2017-2022

Declining sales in 2022 expected to be a one-off, with positive growth expected from 2023

Small local grocers still dominate grocery retailers sales in Middle East and Africa

All the main channels in grocery retailers continue growing in 2017-2022

Inflation bites across much of the region in the latter part of the 2017-2022 period

## LEADING COMPANIES AND BRANDS

Fragmented competitive landscapes in countries where small local grocers dominate

Pick 'n' Pay introducing Qualisave stores with a value proposition

Shoprite concentrating its investments in its home market

Carrefour Market continues its rise up the rankings

## FORECAST PROJECTIONS

Positive growth expected throughout the forecast period

Small local grocers will continue to dominate sales in Middle East and Africa

## COUNTRY SNAPSHOTS

Algeria: Market Context

Algeria: Competitive Landscape

Cameroon: Market Context

Cameroon: Competitive Landscape

Egypt: Market Context

Egypt: Competitive Landscape

Israel: Market Context

Israel: Competitive Landscape

Kenya: Market Context

Kenya: Competitive Landscape

Morocco: Market Context

Morocco: Competitive Landscape

Nigeria: Market Context

Nigeria: Competitive Landscape

Saudi Arabia: Market Context

Saudi Arabia: Competitive Landscape

South Africa: Market Context

South Africa: Competitive Landscape

Tunisia: Market Context

Tunisia: Competitive Landscape

United Arab Emirates: Market Context

United Arab Emirates: Competitive Landscape

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/grocery-retailers-in-middle-east-and-africa/report](http://www.euromonitor.com/grocery-retailers-in-middle-east-and-africa/report).