

# Discounters in Saudi Arabia

March 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Al Dukan retains a monopoly in the discounters channel

Discounters benefit from increased price sensitivity of Saudi consumers but face growing competition from other grocery retailing channels

Competition grows from other grocery retailing channels and e-commerce in 2023

### PROSPECTS AND OPPORTUNITIES

Discounters still holds some potential in Saudi Arabia but unlikely to challenge the dominance of supermarkets and hypermarkets

Fostering strong customer-retailer relationship is key to further growth

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Retailers adopt personalised marketing strategies

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Informal retail

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