

# Discounters in the United Arab Emirates

February 2024

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## Discounters in the United Arab Emirates - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Viva remains in the spotlight as the only discounter in the local market  
Rapid penetration in residential areas through smaller formats is winning strategy  
Viva remains competitive in higher cost-of-living environment

#### PROSPECTS AND OPPORTUNITIES

Positive outlook for discounters in the United Arab Emirates, with room for new players  
Discounters set to see greater appeal as value hacking becomes key trend in 2024  
Private label may emerge as a key strategy among grocery retailers but brand value will matter

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Sustainability takes centre stage in board discussions with COP28  
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