



**Euromonitor
International**

Discounters in Saudi Arabia

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Discounters Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Discounters

INDUSTRY PERFORMANCE

The Rapid Expansion of Discounters Is Driven by Value-Seeking Behaviour and Outlet Growth

Al Dukan'S Limited Assortment Model Influences Daily Shopping Habits

Chart 2 - Al Dukan Grows Its Neighborhood Discount Stores for Budget-Conscious Shoppers

Viva'S Entry Accelerates Focus on Private Label as a Value Differentiator

Chart 3 - VIVA prepares to enter with a private label model

Chart 4 - Value Sales 2020-2030

Chart 5 - Analyst Insight for Discounters

WHAT'S NEXT?

Discounters Is Set to Sustain Rapid Growth as Neighbourhood Expansion Drives Penetration

Intensifying Price Competition and Private Label Growth Will Reshape the Competitive Landscape

Neighbourhood Expansion and Changing Shopping Patterns Will Drive Long-Term Channel Evolution

Chart 6 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Al Dukan Retailing Co Remains Dominant with Rapid Neighbourhood Store Rollout

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Discounters

Chart 10 - Real GDP Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Discounters

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Saudi Arabia - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Retail in Saudi Arabia Expands Steadily as Grocery Formats and Value Channels Drive Growth in 2025

Retail E-Commerce Accelerates as Marketplace Apps Capture Weekly Baskets

Chart 16 - Noon Strengthens Its Role as a Mobile-First Marketplace for Everyday Retail

Lifestyle Destinations Transform Shopping Trips into All-Day Experiences

Chart 17 - Riyadh's lifestyle districts turn malls into full-day destinations

Chart 18 - Value Sales 2020-2030

Chart 19 - Value Sales by Category 2025

Chart 20 - Analyst Insight for Retail

WHAT'S NEXT?

Growth Is Set to Be Driven by Vision 2030 Investment, Experience-Led Destinations, and Value-Focused Consumers

Retail E-Commerce Is Set to Drive Growth as Omnichannel Strategies Gains Traction

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Panda Retail Company and Abdullah Al Othaim Markets Copanda Defend Their Lead as Digital Challengers Build Share

Chart 23 - Landmark Arabia debuts its new digital-first Centrepont and Max flagship stores

Mergers and Acquisitions Activity and Format Innovation Reshape Saudi Arabia's Competitive Retail Landscape

Chart 24 - LuLu Group launches LOT The Value Shop

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 27 - Standard Opening Hours by Channel Type 2025

Seasonality

Ramadan and Eid-al Fitr

National Day

Back to school

White Friday

ECONOMIC CONTEXT

Chart 28 - Economic Context for Retail

Chart 29 - Real GDP Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Retail

Chart 32 - Population 2020-2030

Chart 33 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/discounters-in-saudi-arabia/report.