



Euromonitor
International

Supermarkets in Saudi Arabia

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Supermarkets Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Supermarkets

INDUSTRY PERFORMANCE

Supermarkets Reinforce Value during Price-Sensitive Consumer Behaviour

Chart 2 - Al Othaim Offers Value Promotions to Win Price-Sensitive Shoppers

Supermarkets Strengthen Omnichannel Retail and Convenience-Driven Shopping Experiences

Chart 3 - Carrefour Saudi Arabia Offers Full Online Grocery Ordering

Chart 4 - Value Sales 2020-2030

Chart 5 - Analyst Insight for Supermarkets

WHAT'S NEXT?

Supermarkets Is Set to Maintain Steady Growth Supported by Demographic Expansion and Stable Macroeconomic Conditions

Supermarkets Will Evolve through Value-Led Strategies and Omnichannel Integration to Strengthen Customer Loyalty

Chart 6 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Competition Intensifies as Leading Chains Expand Networks, Digital Capabilities and Premium Retail Formats

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Supermarkets

Chart 10 - Real GDP Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Supermarkets

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/supermarkets-in-saudi-arabia/report.