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THE MENA  
RETAIL  
COMPASS

TRENDS. INSIGHTS. FORECASTS. INTELLIGENCE.

THE MENA RETAIL COMPASS



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# IMAGES

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## A Word About IMAGES RetailME

### *The Foremost Retail Business Intelligence Platform in the Middle East*

*IMAGES RetailME, the foremost retail business intelligence platform in the Middle East, is the most reliable source connecting professionals to the region's retail industry. With keen insights into local and international trade, RetailME provides unique in-depth editorial coverage on all aspects of retail, including retail formats, merchandising, design, shop-fit, category management, logistics, technology, real estate, consumer trends, franchising and human resources.*

*You'll find the RetailME Magazine proudly sitting on the desks of retail function heads such as CEOs, CIOs, CXOs, brand owners to shopping centre developers, who rely on us for an in-depth understanding of the latest retail trends, market strategies, technological advancements, consumer insights and best industry practices.*

## A Word About IMAGES Group

*At IMAGES Group, we proudly consider ourselves as storytellers and creative catalysts transforming brands, services and businesses for over three decades.*

*As the largest retail intelligence organisation in South Asia and the Middle East, we have been harnessing the extraordinary potency of storytelling to connect the retail industry with solution providers and foster collaborative growth.*

*Our diverse array of platforms, including B2B magazines, newsletters, research reports, coffee table books conferences, exhibitions, impactful outreach programmes and prestigious awards, function as catalysts for the profitable growth of modern retail through knowledge platform leadership.*

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# THE MENA RETAIL COMPASS

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*This is an exclusive annual research compilation that offers an insightful overview of the retail landscape across the Middle East and North Africa (MENA) region. It brings together trend reports, category landscapes, and growth opportunities awaiting retailers in this dynamic market.*

*Drawing from the expertise of leading consultants and industry specialists, this report forecasts emerging trends and highlights key sectors that will shape the future of retail. With a focus on regional uniqueness, it lays the foundation for retailers to craft forward-looking strategies, positioning them for success in the evolving retail ecosystem. This unique coffee table book serves as a valuable resource for understanding the region's retail trajectory and unlocking opportunities for sustainable growth in the years ahead.*





## Foreword

**I**t is with great pride and anticipation that we present the inaugural edition of *The Retail Compass of MENA*. This research compilation reflects the rich, dynamic, and fast-evolving landscape of retail in the Middle East and North Africa. With retail in the region standing at the crossroads of tradition and innovation, this book is not only a snapshot of where we are today, but a forward-looking guide for where we are headed.

Over the past several months, we have gathered insights from leading consultants, analysts, and experts across various retail sectors, who have shared their expertise to provide a comprehensive understanding of key trends. From shifting consumer behaviour to the technological advancements driving change, this report offers valuable knowledge for navigating this unique market.

**Amitabh Taneja, Chairman & Editor-in-Chief**  
**IMAGES Group**

*The MENA region, with its cultural diversity, youthful population, and fast-paced urbanization, presents an incredible growth potential for retailers willing to adapt and evolve. In these pages, you will find not only a glimpse into the opportunities that lie ahead but also the strategies that will empower retailers to stay competitive in 2025 and beyond.*

*As we aim to make this report an annual fixture, to be unveiled at the Middle East Retail Forum and Saudi Retail Forum, we are confident that it will serve as a touchstone for decision-makers in the industry. This is more than just a collection of data—it is a testament to the collective efforts of industry pioneers who are shaping the future of retail in this region.*

*We hope the Retail Compass of MENA inspires, informs, and prepares you for the journey ahead in this ever-changing retail landscape.*