MENA Retail Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Retail (Retail)
> **Source:** https://www.mordorintelligence.com/industry-reports/mena-retail-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 1 trillion
Projected Forecast (2031)	USD 1 trillion
Growth Rate (CAGR)	5.67 %
Largest Market Region	United Arab Emirates and GCC Retail Market
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in MENA Retail industry](images/chart_2.png)

![MENA Retail Market (2026 - 2031)](images/chart_3.png)

![MENA Retail Market: Market Share by Product Category](images/chart_4.png)

![MENA Retail Market: Market Share by Channel](images/chart_5.png)

![MENA Retail Market Concentration](images/chart_6.png)

![Icon](images/chart_7.png)

![footer background image](images/chart_9.png)

![Mordor Intelligence on Facebook](images/chart_11.svg)

![Mordor Intelligence on Pinterest](images/chart_13.svg)

![Mordor Intelligence on Instagram](images/chart_14.svg)

![ESOMAR](images/chart_16.png)

![GPTW](images/chart_18.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2022 - 2031 |
Forecast Data Period | 2026 - 2031 |
Base Year Market Size (2025) | USD 0.92 Trillion |
Market Size (2026) | USD 1 Trillion |
Market Size (2031) | USD 1.31 Trillion |
Growth Rate (2026 - 2031) | 5.67 % |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

MENA Retail Market Analysis by Mordor IntelligenceThe MENA Retail Market size is projected to expand from USD 0.92 trillion in 2025 and USD 1 trillion in 2026 to USD 1.31 trillion by 2031, registering a CAGR of 5.67% between 2026 to 2031.

The MENA retail market is now entering a higher-volume phase, as 2026 marks the first year in which aggregate regional retail spending exceeds USD 1 trillion. This shift is being supported by the continued build-out of formal retail networks, stronger urban consumption, and deeper digital participation across both GCC economies and North Africa’s major cities. The MENA retail market is also benefiting from a broad consumer base that remains young, more brand aware, and increasingly open to modern formats that combine convenience, assortment, and digital access. Competitive behavior is becoming more scale-driven, with larger operators using acquisitions, store expansion, format innovation, and omnichannel investment to defend traffic and raise operating leverage. The MENA retail market still faces meaningful friction from logistics volatility and uneven channel formalization, but those pressures are also widening the gap between well-capitalized retailers and smaller operators.[1]U.S. Department of Agriculture Foreign Agricultural Service, “Retail Foods Annual, Saudi Arabia, SA2025-0015,” USDA GAIN, apps.fas.usda.gov

Key Report Takeaways* By product category, Food, Beverage, and Grocery led with 34.81% revenue share in 2025, while Beauty, Personal Care, and Healthcare is forecast to expand at 6.73% CAGR through 2031.
* By store type, Hypermarkets and Supermarkets held 30.94% of revenue in 2025, while E-commerce and Online Retail recorded the highest projected CAGR at 6.92% through 2031.
* By channel, Offline and Brick-and-Mortar accounted for 70.12% of revenue in 2025, while Quick Commerce is advancing at a 7.57% CAGR through 2031.
* By geography, the GCC held 62.64% of the MENA retail market in 2025, while North Africa is forecast to grow at the fastest CAGR of 6.12% through 2031.

Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of MENA Retail Market*

Drivers	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Organized Modern Trade Expansion	+1.2%	GCC core, with spill-over to North Africa	Medium term (2-4 years)
Omnichannel and E-commerce Acceleration	+1.0%	GCC primary, Egypt and Morocco accelerating	Medium term (2-4 years)
Youth-Led Premiumization and Discretionary Spend	+0.8%	GCC-wide, Egypt's urban corridors emerging	Long term (≥ 4 years)
Ramadan and Religious-Tourism Demand Spikes	+0.7%	Saudi Arabia, GCC, broader MENA in key seasonal windows	Short term (≤ 2 years)
Offline BNPL and Local-Payment Enablement	+0.6%	Saudi Arabia, UAE, Kuwait, Egypt nascent	Short term (≤ 2 years) to Medium term (2-4 years)
Rapid Expansion of Quick Commerce Platforms	+0.5%	UAE, Saudi Arabia, Egypt metro areas accelerating	Medium term (2-4 years)

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The MENA retail market has a dual-speed competitive structure, with scale-led consolidation in the GCC and a more fragmented setup in North Africa. Large operators are increasingly competing through store density, digital execution, loyalty systems, vertical integration, and portfolio breadth rather than only through headline brand presence. Al-Futtaim’s September 2025 acquisition of a 49.95% stake in Cenomi Retail for SAR 2.52 billion, together with a SAR 1.35 billion shareholder loan facility, is one of the strongest examples of this direction. That tr ansaction matters because it connects capital strength, local retail reach, and future digital capability in one structure. It also shows that the MENA retail market is no longer defined only by organic expansion, because major players are now willing to use strategic transactions to accelerate position. Even where the market stays fragmented, the direction of travel is clearly toward more scale and more formalization.

Majid Al Futtaim remains one of the clearest examples of asset-backed retail competition in the MENA retail market. Its FY2025 results showed AED 35.9 billion in revenue, AED 3.6 billion in net profit, more than 98% mall occupancy, e-commerce revenue growth of 20%, and quick commerce growth of 38% MAJID AL FUTTAIM. The company also launched HyperMax in Oman, Bahrain, and Kuwait, launched SAVA in the UAE, and committed AED 5 billion to the Mall of the Emirates transformation, which shows how leading players are expanding through both new retail formats and higher-quality destination assets. LuLu follows a similar regional logic, with FY2025 revenue of USD 7.9 billion, 20 new stores added in 2025, strong e-commerce growth, and a 50-store GCC pipeline for 2026 to 2028. These examples show that the MENA retail market increasingly rewards operators that can scale physical presence while improving data use, fulfillment speed, and loyalty economics. Retail leadership is therefore being built through integrated operating models rather than through store count alone.

Healthcare and wellness retail are also becoming more competitive in the MENA retail market, and Nahdi offers a clear example of that shift. Nahdi’s 2024 annual report showed 1,181 stores across Saudi Arabia and the UAE, 10 new UAE pharmacies added in 2024, 4 new polyclinics opened, online revenue up 40% to SAR 2 billion, and the launch of its first private label medicine products. In Q1 2026, Nahdi reported revenue growth of 6.1%, healthcare business growth of 34.8%, and regional expansion growth of 31.8%, which confirms that healthcare retail is widening beyond core pharmacy sales. This creates a broader competitive field inside the MENA retail market, where pharmacies, beauty chains, grocery operators, and digital platforms increasingly overlap on wellness-linked spending. The most successful companies are likely to be those that combine trust, recurring demand, data, and service integration in a way that smaller single-format operators cannot match. That is why competition is intensifying even though the market still remains regionally diverse and structurally fragmented.

MENA Retail Industry Leaders* Majid Al Futtaim

* LuLu Retail Holdings

* Landmark Group

* Abdullah Al Othaim Markets

* BinDawood Holding

* *Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

MENA Retail Market Report ScopeBy Product CategoryFood, Beverage, and Grocery |
Apparel and Footwear |
Beauty, Personal Care, and Healthcare |
Consumer Electronics and Household Appliances |
Home Care, Home Decor, and Furniture |
Toys, Hobbies, and Leisure Goods |

Segmentation Accordion Item

By GeographyGCC | Saudi Arabia |

| United Arab Emirates |
| Qatar |
| Kuwait |
| Oman |
| Bahrain |
North Africa |

Frequently Asked Questions

What is the current size of the MENA retail space?

The MENA retail market was valued at USD 0.92 billion in 2025 and is estimated at USD 1.00 billion in 2026, with forecast value reaching USD 1.31 billion by 2031.

Which product category leads regional retail demand?

Food, Beverage, and Grocery led with a 34.81% share in 2025, reflecting the role of essential demand, repeat purchase frequency, and broad modern trade distribution.

Which retail format is expanding the fastest in MENA?

By store type, E-commerce and Online Retail is projected to grow fastest at a 6.92% CAGR through 2031, while Quick Commerce leads all channels at a 7.57% CAGR.

Why does the GCC dominate regional retail performance?

The GCC held 62.64% of 2025 regional revenue because Saudi Arabia and the UAE combine stronger formal retail depth, scale operators, and more advanced omnichannel execution.

What are the main constraints on growth across MENA retail?

The main limits remain import dependence and logistics disruption, informal trade in North Africa, localization costs during sentiment-driven shifts, and tighter margins from discount-led competition.

How are leading retailers changing their strategy in MENA?

Large operators are using acquisitions, new store formats, loyalty systems, private label, e-commerce, and service integration to defend share and improve operating leverage across the region.