

# Future of Retail in the GCC

Movenpick Hotel, Jumeirah Beach Residence, Dubai



From the turn of the century, the GCC region has witnessed double-digit retail growth driven by robust economic fundamentals, and growth in consumer spending. However, retail growth has slowed in recent years driven by lower consumption, increased promotional buying, and cautious investment by customers especially in key markets such as KSA and the UAE.

While the GCC region is still susceptible to several political and economic headwinds, Kantar Consulting believes that the region will witness recovery and will continue to remain an important investment destination for both retailers and suppliers. We also believe that winning companies will not only need to be better at short-to-medium term planning & execution, but also invest ahead of time in new-age capabilities such as voice, analytics, supply chain, and technology.

Join us at our annual workshop on the Future of Retail in the GCC to identify and leverage the pockets of real growth in the region. Our experts will not only provide the latest data and thought leadership to help you formulate new thinking; but also help translate these insights into actionable strategies that can drive success in the region.

## You will leave our Forum with:

- In-depth knowledge of the latest trends
- Actionable insights and practical recommendations
- Inspiring ideas ... to realign your capabilities, resources and customer strategy against the most transformative sources of growth.
- Best practice examples from the region and around the world

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## Registration:

**List Price: USD 1,300**

+ VAT (5%)

+ Department of tourism &

Commerce Marketing fee (10%)

▶ [Register via our website](#)

Or by emailing [ingrid.howell-jones@kantarconsulting.com](mailto:ingrid.howell-jones@kantarconsulting.com)

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## Detailed Agenda:

### 1. GCC 2020 and Beyond: Finding Opportunities in a Slow-Growth Market

With retail growth slowing down in the GCC, companies will have to unravel key pockets of growth and resource effectively against them. During this session, Kantar Consulting will highlight several challenges (across elements such as Consumers, Channels, Customers, Commercial, and Categories) that the sector is likely to witness; and discuss how suppliers and retailers can unlock growth. Supported by Kantar Worldpanel, we will evaluate the Modern Trade performance in key GCC markets over the last couple of years, highlight future trends & resulting implications, and help delegates analyse current readiness against emerging trends thereby identifying capability gaps.

#### Key takeaways:

- Key pillars of where the GCC's retail landscape is headed in the years to come
- Where and how suppliers must reconfigure their plans to capture growth

### 2. Developing a Strategic Roadmap for eCommerce in GCC

eCommerce is one of the fastest growing channels in the region albeit coming from a low base. The entry of Amazon and eBay, coupled with omnichannel ambitions of leading physical retailers such as Carrefour MAF will drive greater investment in this channel. Despite the growth potential, several suppliers and retailers continue to sit on the fence not sure on whether, where and how they should invest. Kantar Consulting believes both retailers and suppliers need to take notice and start investing in this channel even though the immediate returns might seem small. During the session, we will highlight the eCommerce evolution in the region supported by an analysis of potential opportunities, current performance, and areas of development.

#### Key takeaways:

- eCommerce opportunity in the GCC region – size of the prize, key models & players
- Capabilities needed to succeed in the channel

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## 3. Aligning to the Store of the Future

One of the most notable aspects of the future retail landscape will be the evolving needs of shoppers. New age shoppers will expect retail outlets to consistently over-deliver on experiences, whether that's around efficiency, engagement or empowerment. The resulting store of the future will pose several operational and commercial challenges for both retailers and suppliers who are used to serving the traditional store prototypes. During this session, Kantar Consulting will highlight the concept of experiential retailing in context of the 'store of the future', and what it will mean to operate or serve these stores.

### Key takeaways:

- Understanding the pressures of attracting and retaining shoppers in 2020 & beyond
- Visualization of the store of the future and its needs (commercial & operational)
- The 'So What' for your shopper marketing and retail activations

## 4. Winning with GCC Customers

Slowdown in growth coupled with increased commercial pressure, has fueled the need to identify and collaborate with the right partners. For years, suppliers in the GCC have placed their bets on key accounts that drove volumes. However, some of these big customers are no longer the drivers of future growth. Kantar Consulting believes that suppliers will have to look beyond traditional customers to identify strategic accounts, have better understanding of their challenges & strategies, and develop curated business plans. During this session, Kantar Consulting along with Kantar Worldpanel will help identify key customers in the region, highlight their performance and strategic objectives, and provide guidelines for developing robust business plans.

### Key takeaways:

- Customer segmentation framework
- Insights on leading grocery customers in the KSA
- Guidelines for effective business planning

## 5. Shifting Focus – From Growth to Efficiency

While companies explore new growth opportunities across channels, customers, and capabilities; they need to assign equal importance towards improving efficiencies to unlock greater return on investments. Kantar Consulting believes retailers and suppliers in the region need to get better at optimising their space, assortment, promotions and trade spend. During this session Kantar Consulting will highlight the areas where there is a need for efficiencies, and how companies can leverage technology for the same.

### Key takeaways:

- New thinking around asset and investment optimisation
- Technology platforms that can help improve performance

## 6. Panel Discussion – Turning Insights into Action

Insights are meaningless unless they are turned into actions. Kantar Consulting believes that companies in the GCC will need to get better at leveraging data & insights to develop pragmatic action plans that not only address the evolving needs of the market but also their current capability gaps. We will conclude the workshop with a diverse set of panelists discussing their views on the above-mentioned topics, and recommendations around unlocking growth in the region.

### Key takeaways:

- Top-3 insights from the day and how can companies action against them
- Understanding of the challenges (internal & external)
- Ways of going forward for winning in the GCC region