

RETAIL Analytics

for UAE



Introduction

The retail market in the UAE is on a robust growth trajectory, forecasted to reach \$114.6 billion by 2023, a growth rate of 7.3% from 2022. This expansion is driven by a multifaceted blend of factors such as rising disposable incomes, rapid urbanization, a surge in e-commerce, thriving tourism, and an influx of expatriates.





Segment-wise, the market is dominated by the non-food retail sector (67.52%) followed by the food and grocery segment (32.48%), with e-commerce expected to account for 10.5% of the total market by 2027.

Coupled with government initiatives fostering a retail-friendly environment, these factors present a vibrant landscape for retail analytics in the UAE. Insights into consumer behavior, market segmentation, and digital trends become imperative as businesses seek to navigate and capitalize on this dynamic and complex market.

The Emergence of Omnichannel

Transforming shopping experiences with AI:

The Middle East has become one of the leaders in elevating physical retail experiences, with the potential to play a leading role in the digital world. Retailers are leveraging advantages like Retail time analytics, NLP and predictive analytics

In the dynamic and highly competitive world of retail, understanding the customer is paramount. With technology fueling new consumer behaviors, the UAE's retail sector is on the brink of an unprecedented era of change. At the core of this transformation lies omnichannel marketing, changing consumer behaviours and retail analytics.

A staggering 82% of consumers favor omnichannel brands, and this approach emphasizes personalized shopping experiences, convenience through options like click-and-collect, and a growing selection of sustainable products and services.

The complexity of this landscape is further accentuated as customers engage with multiple devices such as smartphones, tablets, laptops, and desktop computers. Retailers must navigate this intricate environment by discerning the unique behaviors associated with each device.

They must also leverage data to recommend products, provide targeted promotions, and offer services that align with the demands of an increasingly discerning and environmentally-conscious consumer base. This multifaceted approach underscores the essential role of retail analytics in decoding the complexities of the contemporary retail landscape in the UAE.

The Rise of Retail Analytics in the UAE

The UAE's retail analytics market is poised for impressive growth, with projections reaching \$1.16 billion by 2023. Global spending on data analytics in the retail sector will likely hit \$137.1 billion by 2025, and the UAE is expected to contribute \$3.5 billion of that amount. Leading investments include Amazon (\$150 million), Emaar (\$136 million), Carrefour (\$107 million), and Noon - Emaar (\$54 million).





Key trends shaping the UAE's retail future include the rise of omnichannel retailing, leveraging data-driven insights for targeted promotions, focusing on sustainability, an exponential growth in e-commerce, and the emergence of niche retailers.

According to a report by McKinsey & Company, customer data monetization and new tech assets could surge to 40% of total retail value by 2027.



A staggering
82% of
consumers
favor
omnichannel
brands



Unlocking Value

We expect to see a renewed focus on performance improvement in the year ahead. Specifically, we predict that retailers will focus on identifying, improving, and creating efficiencies across all areas of their business, whilst also looking to maximise the value of their available assets. This approach will allow retailers to unlock the true value of their business.

Experience Innovation

Retailers will differentiate themselves in a crowded, competitive market by engaging directly with consumers, encouraging the growth of communities, and actively encouraging interaction with their brands.

Data Monetisation

It's the holy grail of revenue growth today. More and more retailers are following this trend. The global market for data monetization, which was estimated to be at \$1.6 billion in 2020, is projected to reach \$4.1 billion by 2026. Selling data as-a-service delivers margins often in excess of 80%, compared to inventory monetization where margins typically only reach 40%.



Key use cases

01 Customer 360 View:

Personalized Experience:

By integrating various data sources like call logs, social media, customer service interactions, and more, telecom analytics provides a 360-degree view of the customer. This helps in delivering personalized content, offers, and services based on individual preferences and behaviors.

Improved Customer Retention:

Understanding the complete customer journey allows telecom companies to identify opportunities for cross-selling, upselling, and addressing potential dissatisfaction before it leads to churn.

Predictive Analytics:

Leveraging historical data and behavioral patterns, telecom companies can predict future customer needs and preferences, allowing for proactive service enhancements.





02 Omnichannel Marketing:

Consistent Customer Experience:

Telecom analytics enables a seamless experience across all channels, be it mobile, web, in-store, or call centers. Customers receive consistent and tailored interactions regardless of how they engage with the service.

Increased Sales Opportunities:

By understanding how customers move between channels, telecom companies can identify the most effective touchpoints and optimize marketing strategies to boost conversions and sales.

Data-Driven Insights:

Analytics-driven insights allow telecom companies to measure and analyze the effectiveness of their marketing campaigns across various channels, ensuring that resources are allocated to the most impactful strategies.

03 Real-Time Engagement:

Instant Decision Making:

Real-time data analysis enables telecom operators to make instant decisions, such as personalized offer recommendations during a live customer interaction, increasing satisfaction and loyalty.

Automated Responses:

Machine learning models can provide immediate, automated responses to customer queries or concerns across various channels, enhancing efficiency and customer experience.



04 Integration with IoT and Emerging Technologies:

Enhanced Services:

Integrating analytics with IoT devices and other emerging technologies allows telecom companies to offer innovative services like smart home solutions, telematics, and more.

Predictive Maintenance:

By analyzing data from network equipment and IoT devices, telecom companies can predict potential failures and carry out maintenance before any disruption occurs.

05 Geo-Location and Contextual Services:

Targeted Offers:

Using location data, telecom operators can provide location-specific offers and services, enhancing relevance and engagement.

Network Optimization:

Geospatial analysis can help in optimizing network coverage and quality based on user density and demand in different areas.

Contact

Address:

Dubai Silicon Oasis, DDP. Building A2,
Dubai, UAE

Call:

Rayeesul hassan +971 50 676 5127

Email:

enquiry@scikiq.com

Website:

www.scikiq.com

