



NEW
UPDATE

June

Retail Industry Highlights 2025



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lefties

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Shifting global trade patterns are putting pressure on UAE's retail sector, especially non-prime malls. Flexible payment options like BNPL are stepping in to sustain consumer spending.

- **Retail Impact:** U.S. tariffs on China affect UAE's supply and pricing.
- **BNPL Surge:** "Buy Now, Pay Later" tools cushion rising costs.
- **Youth-Led Trend:** Digital natives drive payment innovation forward.





Walmart

Walmart



Despite ongoing trade challenges, Walmart reports strong growth in global eCommerce operations. The digital segment now plays a critical role in handling supply chain and pricing pressures.

- **Trade Impact:** Tariffs continue to raise costs despite relief deals.
- **eCommerce Strength:** Online sales up 22% YoY and globally profitable.
- **Digital Focus:** Strategy shifts toward digital to offset store volatility.





Labubu has transformed from a collectible toy into a global icon of hype culture and emotional shopping.

Driven by scarcity, storytelling, and social media, it reveals modern consumer motivations.

- **Emotional ROI:** Purchases driven by identity and exclusivity.
- **Social Buzz:** TikTok and resale hype fuel global demand.
- **Retail Strategy:** Signals the power of storytelling in branding.





lefties

Inditex rolls out Lefties to key EU markets, doubling down on value-focused fashion amid economic shifts.

This expansion reflects the group's strategic move to reach price-sensitive consumers.

- **European Push:** Lefties enters UK, France, Germany, Netherlands.
- **Affordability Appeal:** Aims to rival Primark's entry-level dominance.
- **Brand Shift:** Grows from Zara's outlet arm to lifestyle retailer.





MARS

Publicis Groupe secures Mars' global media duties, including commerce and influencer work. The shift underscores Mars' desire for personalized, AI-driven brand experiences.

- **Major Win:** \$1.7B media account spans 70+ global markets.
- **Agency Shakeup:** IPG takes on global PR; WPP exits media role.
- **OneMars Model:** Dedicated team supports Mars' brand goals.





REBAG

Luxury resale giant Rebag joins forces with Amazon to offer verified secondhand goods online. The collaboration aims to make luxury more accessible through trusted digital platforms.

- **Massive Inventory:** 30,000+ items from brands like Hermès, Rolex.
- **Seamless Fulfillment:** Amazon handles shipping and returns.
- **Resale Innovation:** Builds on Rebag's membership and consignment tools.





Deliveroo introduces aerial delivery trials, targeting ultra-fast fulfillment in suburban zones. The pilot aims to reduce wait times and expand service coverage beyond city centers.

- **Drone Debut:** Service launched in Blanchardstown, Dublin.
- **Lightning Fast:** Deliveries possible in as little as 3 minutes.
- **Expansion Plans:** Grocery and retail drops coming in 6 months.





Younger shoppers are turning to Google's search tools for product discovery over Amazon. Generative AI features are fueling this trend, shifting the eCommerce playing field.

- **Search Shift:** 30% of Gen Z starts shopping on Google.
- **Amazon Drop:** Share fell from 41% to 34% in six months.
- **New Rivals:** Platforms like TikTok Shop gain momentum.





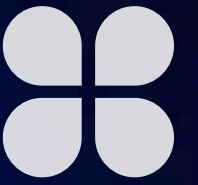
JD.COM



JD.com rolls out its first international express delivery service, targeting Middle East growth. The move underscores the company's ambition to diversify amid domestic economic pressures.

- **Service Launch:** JoyExpress debuts in Saudi Arabia.
- **Logistics Play:** Uses JD's own warehousing and delivery networks.
- **Global Goals:** Expansion planned for Europe and new verticals.





Google AI

Google's AI-powered ecosystem is significantly boosting the UAE's digital transformation. From Gemini to Search, these tools are now integral to daily life and business productivity.

- **Economic Impact:** AED 21.8B (\$5.9B) added via AI-enabled tools.
- **Workforce Shift:** 91% of UAE businesses now using AI.
- **Skills Uplift:** 430,000+ trained in AI and digital programs.





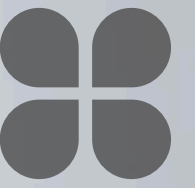
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The two giants are leveraging AI to personalize beauty recommendations at scale.

This tech partnership is reshaping the digital shopping experience in cosmetics.

- **AI Platform:** Uses NVIDIA's tech for 3D rendering and marketing.
- **Noli Project:** Multi-brand AI marketplace for personalized beauty.
- **Skin Science:** Matches users using 1M+ skin data points.





Meta's CEO is personally leading a bold new initiative to reach true general-purpose AI. The company is investing billions and forming a top-tier team to outpace rivals.

- **Founder Involvement:** Zuck recruiting talent over private dinners.
- **Massive Investment:** Meta funding Scale AI at \$28B valuation.
- **AGI Focus:** Building a 50-person elite team for next-gen AI.

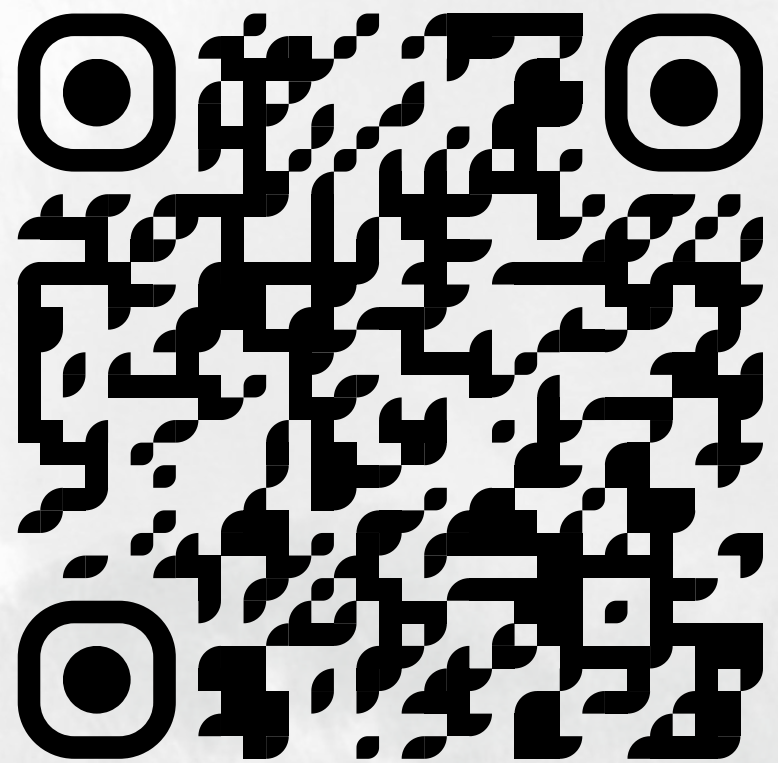




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