Lulu launches GCC-wide 'World Food Festival' signalling strong return to normalcy across regional retail

Yusuffali M.A. highlights resilience, global sourcing strength and renewed consumer momentum

Kuwait City: Reinforcing the strong return to normalcy across the Middle East's retail landscape, LuLu Group has officially launched its GCC-wide 'World Food Festival', marking a renewed phase of consumer engagement, business confidence, and regional economic momentum.

The festival was inaugurated today at LuLu Hypermarket, Al Rai, Kuwait City, by Yusuffali M.A., Chairman of LuLu Group, in the presence of prominent dignitaries including Muntaser Jasim Al Wazzan, Chairman of Mezzan Holding; Abdul Latheef Al Bahar, General Manager of Al Bahar; and Bader N. Al Hajery, Managing Director of Al Hajery, along with senior management of LuLu Group and key stakeholders.

The launch comes at a time when the region is witnessing a steady and confident return to normal business conditions, with retail activity regaining momentum and consumer sentiment strengthening across markets. Industry players are resuming planned activations and large-scale initiatives, reflecting the resilience of the region's economy and the effectiveness of coordinated efforts between governments and the private sector.

Speaking at the inauguration, Yusuffali M.A. said:

"We are happy to see business and consumer confidence returning strongly across the region. The past period has demonstrated the resilience of the UAE and the wider GCC, where the leadership, government authorities, and private sector worked hand-in-hand to overcome challenges and ensure stability. We sincerely thank all authorities for their continued support, which enabled us to maintain uninterrupted supply chains and serve our customers without disruption."

He further added:

"As we move forward, initiatives like the 'World Food Festival' reflect our commitment to bringing communities back to vibrant retail experiences. With our global sourcing network and strong logistics capabilities, we continue to ensure consistent availability, quality, and price stability for customers across all markets."

The World Food Festival, being rolled out across LuLu stores in the GCC, celebrates the region's multicultural fabric by bringing together a diverse range of food products and cuisines from around the world. From fresh produce and premium meats to global pantry essentials, specialty ingredients, and ready-to-eat delicacies, the festival offers customers an authentic taste of home, no matter where they are from.

Leveraging its extensive sourcing network spanning over 26 countries, LuLu has curated a comprehensive assortment of country-specific products, ensuring that customers can access their favourite foods and ingredients from their home countries. This initiative underscores LuLu's position as a truly global retailer catering to the diverse tastes of millions of residents across the GCC.

Designed as both a celebration and a catalyst for renewed retail energy, the festival will run across all GCC markets, featuring themed food activations, live cooking experiences, and special promotions across categories. It is expected to further boost footfall, enhance customer engagement, and contribute to the continued revival of retail activity across the region.