

Ghassan A Al Sulaiman Est in Retailing (Saudi Arabia)

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Abstracts

Ghassan A Al Sulaiman is expected to continue to benefit from IKEA's fashionable appeal in Saudi Arabia during the forecast period. The brand offers a distinctive product range that appeals to many young and aspirational mid- to high-income consumers in the country. The company is also expected to benefit from strong investment in housing construction during the forecast period, with an expected increase in the number of households likely to create a larger consumer base. The company will...

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