**Henkel Explores the Growing Impact of Omnichannel on Gen Z and Gen Alpha at the Retail Leaders Circle MENA Summit**

**Riyadh, Saudi Arabia, 20 February 2024 —** Henkel showcased its commitment to innovation in the consumer and retail space at the 10th edition of the Retail Leaders Circle (RLC) MENA Summit held in Riyadh. Bassel Elshaboury, Vice President Africa and Head of Marketing High Growth Region, Henkel Consumer Brands, participated in a panel session titled “The Future of Grocery.”

During the discussion, Elshaboury offered valuable insights into the diverse nature of shoppers and the evolving segmentation in the GCC concerning shopping habits. He shed light on the rising influence of Omnichannel, its impact on generations such as Gen Z and Gen Alpha, and emphasized the pivotal role that brands will play in shaping the digital landscape of tomorrow’s retail space.

Commenting on the event, Bassel Elshaboury stated: “Middle East and GCC consumers are more diverse than ever, presenting both an exciting and complex challenge for retailers and manufacturers. Meanwhile, the opportunities in this evolving market are substantial, and we are poised to seize them.”

Elshaboury was joined by a distinguished lineup of industry leaders, including Adriano Araujo, President of APAC & MEA for Ocado Solutions; Frederic Levy-Perrault, CEO of Al Raya Supermarkets; and Shehim Mohammed, Director - LuLu Hypermarkets, Saudi Arabia.

Moderated by Cyrille Fabre, Senior Partner in Bain & Company Middle East, the panel delved into the intricate landscape of emerging trends in grocery retail, highlighting cutting-edge innovations aimed at enhancing efficiency, immersive shopping experiences, and personalized content delivery. The session explored the key drivers of change and the groundbreaking innovations redefining the grocery shopping experience.

The 10th edition of the RLC MENA Summit, held under the theme ‘Fearless Innovation: Charting the Next Frontiers’, concluded today, setting a new milestone for the Kingdom of Saudi Arabia and the region’s retail consumer sector and its ongoing drive towards sustainable growth and innovation.

Henkel GCC boasts a diverse consumer brands portfolio encompassing well-known products and brands that have found resonance with Middle East consumers, including Schwarzkopf, Palette and Persil. Following the 2022 merger of Henkel’s business units Laundry & Home Care and Beauty Care into Henkel Consumer Brands, the company has strategically invested in the GCC, focusing on capabilities, sustainability and digitalization to further solidify its position as an innovative leader in the Middle East retail and consumer industry.

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**About Henkel**

With its brands, innovations and technologies, Henkel holds leading market positions worldwide in the industrial and consumer businesses. The Adhesive Technologies business unit is the global leader in the market for adhesives, sealants, and functional coatings. With Consumer Brands, the company holds leading positions especially in hair care and laundry & home care in many markets and categories around the world. The company's three strongest brands are Loctite, Persil, and Schwarzkopf. In fiscal 2022, Henkel reported sales of more than 22 billion euros and adjusted operating profit of around 2.3 billion euros. Henkel’s preferred shares are listed in the German stock index DAX. Sustainability has a long tradition at Henkel, and the company has a clear sustainability strategy with specific targets. Henkel was founded in 1876 and today employs a diverse team of about 50,000 people worldwide – united by a strong corporate culture, shared values and a common purpose: "Pioneers at heart for the good of generations.” More information at [www.henkel.com](http://www.henkel.com)

Henkel in the GCC was established in 1998 and has since grown rapidly with over 1,000 employees representing more than 50 different nationalities and building a strong, talented local and multinational work force. In Dubai (UAE) Henkel operates its corporate headquarters as well as two innovation centers for the region and one factory for Adhesive Technologies in Umm Al Quwain. For KSA the company operates one factory for Laundry & Home Care in Riyadh, and two factories for Adhesive Technologies in Dammam.

Website: [www.henkel-gcc.com](http://www.henkel-gcc.com)

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