

Our Brands

بن داود
Bin Dawood



BinDawood Supermarkets

BinDawood is one of Saudi Arabia's most popular grocery superstore retail brands, with 27 easy-to-access hypermarkets and supermarkets across the country. An iconic brand in the Kingdom, the customer experience at BinDawood stores is focused on excellent value for money and outstanding customer service.

The first BinDawood store opened in Makkah in 1984 and since then the brand has evolved into the number one grocery chain serving the two holy cities of Makkah and Madinah. BinDawood's stores are primarily strategically located at Saudi Arabia's most important locations across the Holy Cities of Makkah and Madinah, close to the Two Holy Mosques.

To many, the brand is affectionately known as 'the Pilgrim's Brand', and many religious visitors to Saudi Arabia like to pay a visit to BinDawood stores. Such is the brand recognition and resonance with pilgrims that it was named 'Best Supermarket services for Hajj and Umrah Pilgrims' at the World Hajj and Umrah Committee global awards 2021.

In addition to bringing the latest local, regional and international goods and brands to its stores, BinDawood has gained a significant online presence having launched its e-commerce application, the BinDawood App, in 2019. Together, the in-store and app-based offerings provide loyal BinDawood customers with unmatched standards of quality, value, service and convenience. BinDawood stores employ over 3,000 employees across the store network. In total, 10 BinDawood stores are planned to be opened in the Riyadh Province between 2022 and 2027, which will enable the brand to tap into an entirely new customer cohort.

الدانوب
Danube



Danube Supermarkets

The Danube brand is one of the most esteemed high-end grocery retail brands in Saudi Arabia, synonymous with the highest quality product offering and fresh produce, including the widest range of organic and speciality products in the Kingdom.

Since becoming part of BinDawood Holding in 2001, Danube has grown to 57 stores across Saudi Arabia with over 7,000 employees. Danube celebrated the launch of the brand in Makkah with two stores opening between August and December 2021. Danube's first international store opened in Bahrain in 2022. The Danube supermarket brand is synonymous with premium and hand-picked exclusive imported goods and an array of international food festivals, such as the very popular French and Italian Food Festivals which promote international cuisines and healthy diets.

The brand is famous for innovation in grocery retail and was a first mover in e-commerce grocery sector with the launch of Danube Online in 2017, available online and through a mobile app, delivering to customers across five cities in Saudi Arabia. In November 2022, Danube was named the 'Most Admired Collaboration of the Year' at the Retail Middle East Awards.

As a brand, Danube seeks to create a unique customer experience by understanding and responding to the changing needs of its customers, both through building the right product mix and through the provision of exciting brand experiences such as inviting famous chefs to teach Danube customers varied international cuisines both inhouse and over its social media platforms.

Our Acquisitions

Ykone



Ykone

In 2022, through its wholly owned subsidiary Future Retail for Information Technology Company ('FRIT') – a technology and retail solutions investment vehicle – BinDawood Holding acquired an effective 85.3% stake in Ykone S.A.S ('Ykone'), a profitable international influencer marketing agency with a proprietary technology offering, focused on travel, beauty, fashion and luxury brands, with a presence in Europe, Asia, the US and the Middle East.

Ykone, headquartered in Paris, provides end-to-end services on strategy, talent management, content production and monitoring to more than 200 leading brands across the globe including the MENA region.

This strategic investment positions BinDawood Holding to maximize the growth opportunity represented by retail e-commerce through digital marketing, and to further deepen its e-commerce value chain.

IATC



International Applications Trading Company

BinDawood Holding plans to increase its online sales as a proportion of its total revenue. Moving towards fully owning the customer experience and better integrating its online offering, in July 2022 the Company, through FRIT, acquired 62% of the shares of International Applications Trading Company Ltd ('IATC'), the company which developed and currently operates BinDawood Holding's Danube and BinDawood ecommerce channels.

As part of the transaction agreement, BinDawood Holding will invest a further amount of up to SAR 160M in IATC over a two-year period to support the development of the platforms and the roll-out of a network of state-of-the-art dark stores and fulfilment centres to optimize operations, fully integrate the customer experience and provide shorter lead delivery times.