

Lulu Hypermarkets Recognised for Retail Excellence at Golden Spoon Awards 2025

Wins Dual Honours for Supermarket Leadership and Marketing Innovation

Dubai: The region's leading retail chain, Lulu Hypermarkets has been recognised with dual honours at the Golden Spoon Awards 2025, hosted by Images Retail ME, securing titles for ‘*Most Admired Supermarket Chain of the Year*’ and ‘*Most Admired Marketing Campaign of the Year*’

The awards highlight LuLu's consistent marketing lead and its commitment to innovation, efficiency, and customer engagement within the highly competitive food and grocery retail sector.

Over the past year, Lulu has launched a series of high-impact marketing campaigns across the region. These efforts have not only reinforced brand presence but also supported national economic goals and community-driven narratives. The group's strategic focus on digital integration, operational excellence, and sustainability has further enhanced its reputation among consumers and industry peers alike.

The jury noted Lulu's implementation of advanced retail campaigns, streamlined supply chain systems, and its unwavering focus on food safety and customer satisfaction as key factors contributing to the win.

The Golden Spoon Awards, regarded as a benchmark for excellence in food retail and food service, honour brands that demonstrate exceptional leadership, innovation, and best practices across the sector.

This recognition reaffirms LuLu Group's position as a key player driving transformation in regional retail, while setting new standards in customer experience and market responsiveness.

