

Lulu Group Participates in 'Make It in the Emirates Forum 2025' ; Launches a new range of UAE-made products under its own brand

The Retail giant's participation highlights its role as a strategic partner in supporting UAE-made products

Abu Dhabi, UAE : Lulu Group participates in the 'Make It in the Emirates Forum 2025', taking place from 19–22 May at the Abu Dhabi National Exhibition Centre. The Group's involvement highlights its continued commitment to advancing the UAE's vision for a resilient and self-reliant economy.

As part of the forum, Lulu Group has set up a dedicated exhibitor lounge featuring a wide range of high-quality, locally manufactured products. During the event, LuLu launched a new range of products under its own brand, all made and sourced in the UAE, such as coffee, chocolates and eggs at Lulu pavillion featuring a wide range of high-quality, locally manufactured products.

“As of today, we are promoting over 5,000 locally manufactured products across our stores, including both our own Lulu brand and other leading Emirati brands. We remain committed to supporting and promoting UAE-made products and our participation in the 'Make It in the Emirates' forum in inline with UAE Vision 2031. LuLu continues to be a trusted partner to the government in developing retail solutions that contribute to a more diversified and sustainable economy,” said Saifee Rupawala, CEO of LuLu Retail.

LuLu Group continues to champion local manufacturing by offering exclusive shelf space, fee waivers, and marketing support to Emirati brands across its hypermarkets and e-commerce platforms. It includes dedicated in-store aisles, branded promotions, multilingual awareness messaging, and digital storefronts, all aimed at increasing the visibility of UAE-made products and driving customer engagement.

LuLu promotes Emirati products to over 600,000 shoppers daily, with UAE-made products now available at more than 250 LuLu hypermarkets across the GCC and beyond, both online and offline. Through its wide sourcing and distribution networks, LuLu also exports locally manufactured products to international markets, supporting the global recognition of Made in UAE quality.