

Seed Group and RetailNext partner to transform retail intelligence in Dubai and the UAE



From left to right: Alexei Agratchev, CEO and Co-Founder of RetailNext; Hisham Al Gurg, CEO of Seed Group and The Private Office of Sheikh Saeed bin Ahmed Al Maktoum; Oriol Brichs, EMEA Sales Director at RetailNext

Dubai, UAE; California, US—15 July 2025—[Seed Group](#), a company of The Private Office of Sheikh Saeed bin Ahmed Al Maktoum, formed a strategic partnership with RetailNext to expand enterprise-grade retail analytics and AI-powered insights throughout Dubai and the UAE. This collaboration addresses the need for data-driven strategies as UAE retailers navigate rapid digital transformation, evolving consumer expectations, and increasingly competitive omnichannel environments.

Founded in 2008 in California, [RetailNext](#) is a global leader in retail intelligence and a pioneer in retail analytics. Today, it powers more than 560 retailers from all over the world with a unified intelligence platform. RetailNext's cloud system combines in-store traffic analytics, shopper journey mapping, and point-of-sale integration to process data from across 100,000+ sensors. These real-time insights increase conversion rates, optimise labour allocation, and drive measurable improvements in merchandising effectiveness and customer experience.

By being part of Seed Group's partner ecosystem, RetailNext will benefit from its two decades of expertise, regional network, and ties with the royal family of Dubai. The Group provides the innovative firm a launchpad to amplify its positioning in the fast-evolving retail market valued at over AED300 billion.

“RetailNext brings with it solutions that add new depth to how retailers understand and serve their customers. With its ability to monitor real-time traffic, measure shopper journeys, and optimise in-store layouts, the company offers insights that can directly improve efficiency and profitability for businesses. We believe their technology has the potential to support businesses in the UAE as they work to enhance efficiency and better meet evolving customer expectations,” remarked Hisham Al Gurg, CEO of Seed Group and The Private Office of Sheikh Saeed bin Ahmed Al Maktoum.

“The UAE represents one of the world’s most dynamic retail markets, where sophisticated consumers demand world-class experiences. Our partnership with Seed Group enables us to further expand our proven retail intelligence to a region that’s rapidly becoming a hub for retail innovation. UAE retailers understand that in today’s competitive environment, intuition alone isn’t enough — data-driven decision-making is the difference between market leadership and irrelevance,” said Alexei Agratchev, CEO and Co-Founder of RetailNext.

The strategic engagement between Seed Group and RetailNext is designed to pave the way for more intelligent and customer-centric business models. It will further reinforce the UAE’s prominence as a capital of modern retail while supporting broader industry innovation in the MENA region.

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About RetailNext

RetailNext, the first retail vertical IoT platform to bring e-commerce-style shopper analytics to brick-and-mortar stores, brands, and malls, is a pioneer in optimising the shopper experience. The platform automatically collects and analyses shopper behaviour data through its centralised SaaS solution, enabling retailers to enhance real-time experiences and drive better outcomes.

RetailNext is trusted by more than 560 retailers in over 100 countries. The company helps businesses better understand the shopper journey to increase same-store sales, enhance security, and eliminate unnecessary costs. RetailNext is headquartered in Campbell, California. Learn more at retailnext.net.

About Seed Group

Over the past 20 years, Seed Group has formed strategic alliances with leading global companies representing diverse regions and industries. These companies have propelled their business interests and goals in the Middle East and North Africa region through the support and strong base of regional connections of the Seed Group. The Group’s goal is to create mutually beneficial partnerships with multinational organisations and to accelerate their sustainable market entry and presence within the MENA region. Seed Group has been a key point in the success of all its partners in the region helping them reach their target customers and accelerate their businesses. The Private Office was established by Sheikh Saeed bin Ahmed Al Maktoum to directly invest in or assist potential business opportunities in the region, which meet the Private Office’s criteria. For more information, visit www.seedgroup.com.

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