

C O M P A

N Y



P R

O F I L E



With over 200 locations across Kuwait and KSA, Trolley is your go-to destination for premium convenience and unparalleled shopping experiences.

Trolley Today

120+

convenience
stores in Kuwait.

50+

convenience
stores in KSA.

1000+

employees,
in stores & offices.

10,000+

unique & exclusive
brands & products.

15

years
of operations.

The fastest growing chain
of convenience stores in
Kuwait.

Located in gas stations,
universities and high traffic
points.

Established in 2010 with a simple
idea to cater to students with
conveniently priced products.

Trolley Today

With more than 146 locations across Kuwait, Trolley is the leading chain of convenience stores that fills a gap in the local market and defines the true meaning of convenience by opening shop at proximity of customers in unique locations such as universities, gas stations, malls and within residential areas.

With a commitment to being a 24/7 one-stop-shop solution, Trolley offers consumers a wide range of everyday consumables while focusing on providing the ultimate customer satisfaction experience without compromising on quality and value for money. The stores also house fresh foods and coffee in addition to exclusive products and snacks sourced locally and internationally to complete the everyday customer experience.

Open
24/7

Our Customers
16 to 25
We offer them the latest trends
in food products & consumable goods.

Our Customers
25 to 40
We are their choice to grab what they
need from coffee to snacks, to
everyday goods.

Our Story

From a simple idea to becoming the fastest growing and unrivalled chain of convenience stores in Kuwait.

Our Growth Story

2013
8 Stores
400 Products

We signed with the largest operator of gas stations to open a convenience store in each one of their stations. It made sense as Kuwait's main mean of transportation is cars.

**2023
& Beyond**

Our expansion is planned outside of Kuwait and KSA.



2010
4 Stores
200 Products

Opening small kiosks in university campuses to provide students with a competitive alternative for their daily needs, at the fraction of the price from other food providers.

2021
85 Stores
5,000+ Products

Trolley continued to expand in the Kuwaiti market, covering gas stations, universities, large office buildings, malls and high traffic points.



TROLLEY

BASKETFUL OF GOODNESS



15

Years of Goodness

Our Stores 

**Targeting young population looking for
convenience & quality wherever they go.**

Our Concept

Trolley's concept is based on offering fast moving items, daily consumables at the reach of customers. The convenience store has a smaller scale supply chain than supermarkets with high volume traffic, enabling it to offer unique products that are easily sold in such a setting, versus supermarkets.

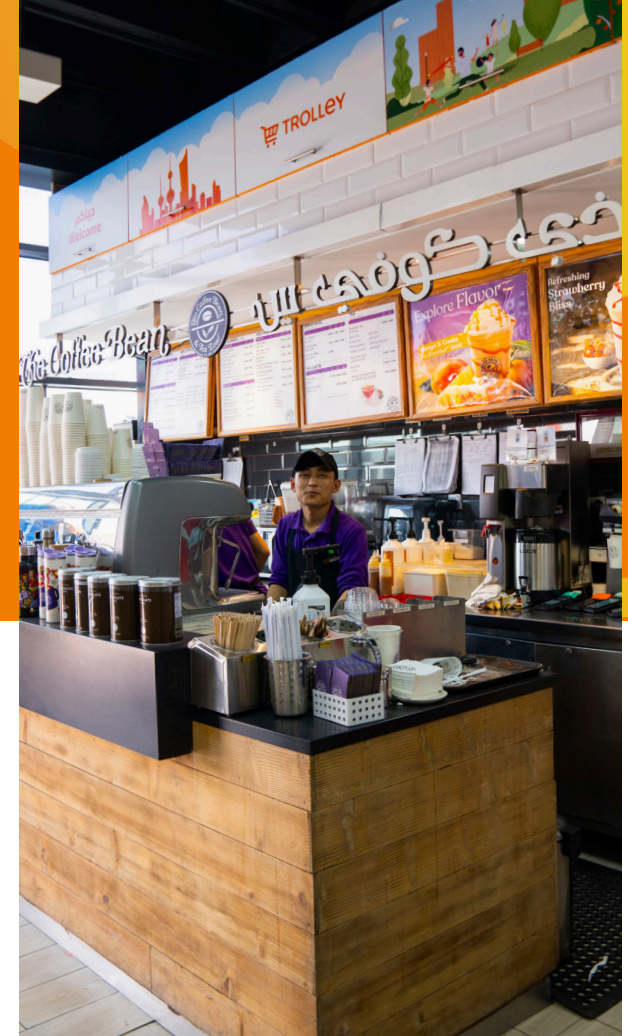
Driven by amazing employees, Trolley prides its ability to understand local customers who seek unique items, trendy ones, and food products that meet their lifestyle.

Trolley also hosts coffee kiosks from established brands: Kuwait-based original blend coffee chain, OLE, and international brands, Starbucks and Coffee Bean & Tea Leaf. As a fact, Starbucks opened its first ever gas station branch in a Trolley convenience store.

Fresh & ready to grab coffees from:



Shop in Shop



Our Customers

A large bracket of Kuwait's population is under the age of 45. It is therefore no surprise that consumerism is driven by them.

Why is the GCC customer different?

1

They are well-travelled.

Young GCC customers travel an average of three times a year.

2

They are educated.

Approximately 85% of young GCC customers are enrolled in a university or have a Bachelor degree.

3

They have a high disposable income.

GCC customers are often recruited in the oil sector, banks, investment companies or entrepreneurs...
Like Trolley!

4

Majority, if not all, drive cars.

The main mean of transportation are cars and these need to be filled once to twice a week.

5

Kuwait is hot!

With the local hot weather, a cold drink is a must. With its convenient locations, Trolley offers them ready to grab beverages or coffee options.

6

They want quality options.

Trolley prides the quality of its products, carrying leading brands and exclusive products.

Our Products

All your daily needs, plus so much more.

Trolley Products & Brands

WE CARRY

Fresh Meals . Ready to Drink Coffee . Beverages . Snacks . Confectionaries
Games . Seasonal Products . Phone Accessories . In-Store Coffee Kiosks

10,000+

unique & exclusive products & brands



The Trolley's Impact

Our community is at the heart of what we do.

Trolley Concepts

- As a Kuwaiti company, Trolley believes in its duty to take part of national causes and efforts during challenging times.
- The company supports public & non-profit programs.
- During the Covid-19 pandemic, Trolley pledged its support to the efforts invested by the government in an aim to contain the spread of the virus. It gave frontliners access to free snacks and beverage during curfew hours and lockdown.
- Trolley was also quick to respond to global announcements to the start of the pandemic and distributed free masks to customers around Kuwait. With thousands of customers driving through Trolley's convenience stores every day, the company raised awareness about safety measures by partnering with local businesses, and extended its efforts to distributing free masks, gloves, antibacterial wipes and hand sanitizers to customers.



Trolley in GCC cup 2024 🛒

Trolley was the main services provider at the Gulf Cup 26 Tournament.

Trolley mobile unit in GCC cup 2024 🛒



Trolley ideal stores

Trolley ideal stores in different locations.



Al-Nwaiseeb – Flagship



The Avenues – Old Souq



American International College (AIC)



Platinum Sharq



Kuwait Airways



Ministries Complex



International Hospital



Oia Khairan



Jabir Al Ahmad



Rahal



Al Nasser Club



Wafra



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