

SPAR, the internationally recognized supermarket brand, has officially launched in Rwanda, with its first store opening in Nyarutarama, a suburb of the capital, Kigali. The exclusive license to operate the SPAR brand in Rwanda was granted to Sawa Citi, a well-established local food retailer.

By introducing SPAR to Rwanda, Sawa Citi brings global retail expertise and an elevated shopping experience to the local market. SPAR Rwanda aims to position itself as a premium yet affordable retailer, offering a wide selection of both food and non-food products sourced locally and internationally. Customers can also expect high-quality fresh produce and a curated range of SPAR Own Brand products.

The Nyarutarama store features a 570-square-meter retail space and caters to everyday shopping needs. It includes fresh fruits and vegetables, dairy products, frozen goods, dry groceries, and a selection of alcoholic beverages.

The store's layout, design, and marketing materials were developed in collaboration with SPAR International experts, ensuring global best practices were adapted to the Rwandan context. The signature bold SPAR red portal, wooden accents, vibrant departmental signage, and well-lit zones contribute to a welcoming and modern shopping environment.

Plans for Nationwide Expansion

The launch of SPAR in Rwanda underscores the strength of combining a global brand with local market knowledge. One of Sawa Citi's shareholders previously worked in a SPAR Supermarket in Denmark, bringing valuable retail experience to this new venture.

SPAR's unique independent voluntary trading model—established in 1932—encourages collaboration between international license holders and independent retailers, fostering shared learning and innovation.

Looking ahead, SPAR Rwanda plans to expand its footprint with additional supermarkets across Kigali and other urban areas. The brand also intends to open SPAR Express stores in high-traffic transit locations and shopping centers.

The opening of the first SPAR store in April 2025 marks a significant step in modernizing Rwanda's retail sector, blending global standards with local expertise to meet the evolving needs of Rwandan consumers.