

## **Discounters in Egypt**

Market Direction | 2023-03-14 | 35 pages | Euromonitor

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### **Report description:**

Although there has been negligible expansion in the discounter landscape in 2022, the number of consumers shifting towards these budget-orientated grocery retailers is growing consistently. With inflation rising in 2022, Egyptian shoppers were more value conscious and sought out the bulk deals, promotional offers and local cheaper brands that can be found in discounters. Retail current value sales witnessed much higher double-digit growth rates in 2022, but almost all of this was bolstered by in...

Euromonitor International's Discounters in Egypt report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Discounters market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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