

## **Hypermarkets in Egypt**

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

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### **Report description:**

Hypermarkets witnessed dynamic value growth in 2022 as these outlets benefitted from rising consumer price sensitivity. Greater numbers of shoppers used hypermarkets for monthly bulk purchases as they were confronted by the impact of high inflation, supporting strong value growth even in real terms. They also took advantage of mobile applications offered by the likes of Spinneys, which provide continuous offers and deals as well as the option to get home deliveries. Hypermarkets generally cater...

Euromonitor International's Hypermarkets 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 Hypermarkets 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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## Table of Contents:

Hypermarkets in Egypt  
Euromonitor International  
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### List Of Contents And Tables

#### HYPERMARKETS IN EGYPT

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Hypermarkets witness dynamic growth

Leading French hypermarket Geant launches in New Cairo

'Taste of Egypt' promotion from LuLu Hypermarket entices consumers

##### PROSPECTS AND OPPORTUNITIES

Further investments anticipated in hypermarkets as category expands

Metro supermarket launches first local hypermarket

City-wide expansions open up development opportunities

##### CHANNEL DATA

Table 1 Hypermarkets: Value Sales, Outlets and Selling Space 2017-2022

Table 2 Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 3 Hypermarkets GBO Company Shares: % Value 2018-2022

Table 4 Hypermarkets GBN Brand Shares: % Value 2019-2022

Table 5 Hypermarkets LBN Brand Shares: Outlets 2019-2022

Table 6 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 7 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

#### RETAIL IN EGYPT

##### EXECUTIVE SUMMARY

Retail in 2022: The big picture

Competitive Landscape

Retailing developments

What next for retailing?

##### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2022

Seasonality

Holy Month of Ramadan:

Feast: Eid El Adha and Eid El-Fitr

Christmas Break

Back-to-school

Mother's Day

Valentine's Day

Black Friday

##### MARKET DATA

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 9 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 10 Sales in Retail Offline by Channel: Value 2017-2022

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Table 11	Sales in Retail Offline by Channel: % Value Growth 2017-2022
Table 12	Retail Offline Outlets by Channel: Units 2017-2022
Table 13	Retail Offline Outlets by Channel: % Unit Growth 2017-2022
Table 14	Sales in Retail E-Commerce by Product: Value 2017-2022
Table 15	Sales in Retail E-Commerce by Product: % Value Growth 2017-2022
Table 16	Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022
Table 17	□Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022
Table 18	□Sales in Grocery Retailers by Channel: Value 2017-2022
Table 19	□Sales in Grocery Retailers by Channel: % Value Growth 2017-2022
Table 20	□Grocery Retailers Outlets by Channel: Units 2017-2022
Table 21	□Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022
Table 22	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022
Table 23	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022
Table 24	□Sales in Non-Grocery Retailers by Channel: Value 2017-2022
Table 25	□Sales in Non-Grocery Retailers by Channel: % Value Growth 2017-2022
Table 26	□Non-Grocery Retailers Outlets by Channel: Units 2017-2022
Table 27	□Non-Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022
Table 28	□Retail GBO Company Shares: % Value 2018-2022
Table 29	□Retail GBN Brand Shares: % Value 2019-2022
Table 30	□Retail Offline GBO Company Shares: % Value 2018-2022
Table 31	□Retail Offline GBN Brand Shares: % Value 2019-2022
Table 32	□Retail Offline LBN Brand Shares: Outlets 2019-2022
Table 33	□Retail E-Commerce GBO Company Shares: % Value 2018-2022
Table 34	□Retail E-Commerce GBN Brand Shares: % Value 2019-2022
Table 35	□Grocery Retailers GBO Company Shares: % Value 2018-2022
Table 36	□Grocery Retailers GBN Brand Shares: % Value 2019-2022
Table 37	□Grocery Retailers LBN Brand Shares: Outlets 2019-2022
Table 38	□Non-Grocery Retailers GBO Company Shares: % Value 2018-2022
Table 39	□Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022
Table 40	□Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022
Table 41	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027
Table 42	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027
Table 43	□Forecast Sales in Retail Offline by Channel: Value 2022-2027
Table 44	□Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027
Table 45	□Forecast Retail Offline Outlets by Channel: Units 2022-2027
Table 46	□Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027
Table 47	□Forecast Sales in Retail E-Commerce by Product: Value 2022-2027
Table 48	□Forecast Sales in Retail E-Commerce by Product: % Value Growth 2022-2027
Table 49	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027
Table 50	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027
Table 51	□Forecast Sales in Grocery Retailers by Channel: Value 2022-2027
Table 52	□Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027
Table 53	□Forecast Grocery Retailers Outlets by Channel: Units 2022-2027
Table 54	□Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027
Table 55	□Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027
Table 56	□Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027
Table 57	□Forecast Sales in Non-Grocery Retailers by Channel: Value 2022-2027

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Table 58 □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2022-2027

Table 59 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027

Table 60 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

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SOURCES

Summary 2 Research Sources

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