

Retail E-Commerce in Egypt

Market Direction | 2023-03-14 | 38 pages | Euromonitor

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Report description:

E-commerce remains a key bright spot in Egypt's retailing landscape. Growth rates have slowed considerably compared to the 2020 when the COVID-19 pandemic was in full swing. Rising inflation has also dampened value growth with constant value growth in 2022 down on 2021 levels. E-commerce has been boosted by the fact that smartphones are increasingly ubiquitous in Egypt, making e-commerce a highly convenient choice. As such, operators in Egypt continue to invest in the digital space, with Jumia T...

Euromonitor International's Retail E-Commerce 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.

Product coverage: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

Why buy this report?

- * Get a detailed picture of the Retail E-Commerce 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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reliable information resources to help drive informed strategic planning.

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Technological developments support internet penetration

Local e-commerce beauty platform Source Beauty acquired by Egyptian Company for Cosmetics (ECC)

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Multiple new ventures expected in e-commerce

E-logistics and improved road networks will support e-commerce retailing landscape

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