

Retail in Egypt

Market Direction | 2023-03-14 | 97 pages | Euromonitor

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Report description:

Egypt's retail category has witnessed some success in 2022 as major players continued to invest in developments and digitalization supports e-commerce. Urbanization in cities across the country is giving retailers a broader platform on which to reach a growing number of shoppers. E-commerce remains a bright spark for the retail industry too thanks to rising internet penetration and a growing dependency on the online channel. Whilst many retailers are taking advantage of these opportunities, the...

Euromonitor International's Retail 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, Retail Offline.

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 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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