

Direct Selling in Egypt

Market Direction | 2024-03-04 | 34 pages | Euromonitor

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Report description:

Direct selling in Egypt has been transformed into a social commerce platform through evolving market dynamics, a significant reliance on social media platforms for news and trends and changing shopping behaviours. This shift is informed by the convenience and direct consumer access facilitated by social platforms, alongside a capability to provide visualised marketing and product advertising. Payment tools like Instapay support the development and growth of direct selling on social media platfor...

Euromonitor International's Direct Selling 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: Appliances and Electronics Direct Selling, Drinks and Tobacco Direct Selling, Fashion Direct Selling, Foods Direct Selling, Health and Beauty Direct Selling, Home Products Direct Selling, Other Products Direct Selling.

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

Why buy this report?

- * Get a detailed picture of the Direct Selling 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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Euromonitor International
March 2024

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