

Retail E-Commerce in Egypt

Market Direction | 2024-03-04 | 38 pages | Euromonitor

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Report description:

Retail e-commerce in Egypt continued to develop fast at the end of the review period. As a result, it was set to improve its ranking among the largest markets in the channel, moving ahead of South Africa, by the end of the review period. All categories performed strongly in retail value growth terms in 2023. While high inflation boosted the performance in current terms, the development and success of the channel also fostered healthy growth in many categories in real terms. Over the forecast per...

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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E-payments and modern banking methods help to develop and grow the channel
Investment in logistics supports the development of retail e-commerce in Egypt

PROSPECTS AND OPPORTUNITIES

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