

## **General Merchandise Stores in Egypt**

Market Direction | 2024-03-04 | 36 pages | Euromonitor

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### **Report description:**

General merchandise stores in Egypt registered retail value (constant 2023 prices) growth in 2023. This was due to the performance of departments stores, with variety stores seeing a drop in retail value sales in real terms. Less positively, the number of departments stores fell by one outlet in 2023, following stagnation through the second half of the review period. While the global trend in department stores is for international brands, local brands hold sway in Egypt. In the short to medium t...

Euromonitor International's General Merchandise Stores 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: Department Stores, Variety Stores.

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

### **Why buy this report?**

- \* Get a detailed picture of the General Merchandise Stores 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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