

## **Retail in Egypt**

Market Direction | 2024-03-04 | 97 pages | Euromonitor

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### **Report description:**

Retail in Egypt witnessed numerous challenges throughout 2023 amid a tough economic situation. The ongoing devaluation of the local currency, the rate of inflation reaching new highs, the effects of the ongoing war in Ukraine, joined by the security crisis in the Red Sea towards the end of the year, and regulations restricting imports had negative effects on the industry. Nonetheless, retail continued to see strong development, as the purchasing power of many Egyptian consumers remains very high...

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

**Table of Contents:**

Retail in Egypt  
Euromonitor International  
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List Of Contents And Tables

**RETAIL IN EGYPT**

**EXECUTIVE SUMMARY**

Retail in 2023: The big picture  
Shift to local and regional brands amid political and economic developments  
E-commerce continues to see development and growth  
What next for retail?

**OPERATING ENVIRONMENT**

Informal retail  
Opening hours for physical retail  
Summary 1 Standard Opening Hours by Channel Type 2023  
Seasonality  
Holy Month of Ramadan  
Eid al-Adha and Eid al-Fitr  
Christmas Break  
Back-to-school  
Mother's Day  
Valentine's Day  
Black Friday

**MARKET DATA**

Table 1 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023  
Table 2 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023  
Table 3 Sales in Retail Offline by Channel: Value 2018-2023  
Table 4 Sales in Retail Offline by Channel: % Value Growth 2018-2023  
Table 5 Retail Offline Outlets by Channel: Units 2018-2023  
Table 6 Retail Offline Outlets by Channel: % Unit Growth 2018-2023  
Table 7 Sales in Retail E-Commerce by Product: Value 2018-2023  
Table 8 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023  
Table 9 Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023  
Table 10 □Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
Table 11 □Sales in Grocery Retailers by Channel: Value 2018-2023  
Table 12 □Sales in Grocery Retailers by Channel: % Value Growth 2018-2023  
Table 13 □Grocery Retailers Outlets by Channel: Units 2018-2023  
Table 14 □Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023  
Table 15 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023  
Table 16 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
Table 17 □Sales in Non-Grocery Retailers by Channel: Value 2018-2023  
Table 18 □Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

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Table 19	Non-Grocery Retailers Outlets by Channel: Units 2018-2023
Table 20	Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
Table 21	Retail GBO Company Shares: % Value 2019-2023
Table 22	Retail GBN Brand Shares: % Value 2020-2023
Table 23	Retail Offline GBO Company Shares: % Value 2019-2023
Table 24	Retail Offline GBN Brand Shares: % Value 2020-2023
Table 25	Retail Offline LBN Brand Shares: Outlets 2020-2023
Table 26	Retail E-Commerce GBO Company Shares: % Value 2019-2023
Table 27	Retail E-Commerce GBN Brand Shares: % Value 2020-2023
Table 28	Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 29	Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 30	Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 31	Non-Grocery Retailers GBO Company Shares: % Value 2019-2023
Table 32	Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023
Table 33	Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023
Table 34	Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028
Table 35	Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028
Table 36	Forecast Sales in Retail Offline by Channel: Value 2023-2028
Table 37	Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
Table 38	Forecast Retail Offline Outlets by Channel: Units 2023-2028
Table 39	Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028
Table 40	Forecast Sales in Retail E-Commerce by Product: Value 2023-2028
Table 41	Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028
Table 42	Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 43	Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 44	Forecast Sales in Grocery Retailers by Channel: Value 2023-2028
Table 45	Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028
Table 46	Forecast Grocery Retailers Outlets by Channel: Units 2023-2028
Table 47	Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
Table 48	Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 49	Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 50	Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028
Table 51	Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028
Table 52	Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028
Table 53	Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 2 Research Sources

## CONVENIENCE RETAILERS IN EGYPT

## KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Government efforts help to grow the category

Modern tobacco products generate traffic in convenience stores

The United Arab Emirates' largest fuel and retail distributor inaugurates first fuel service station in Egypt

## PROSPECTS AND OPPORTUNITIES

Innovation and technology to drive development and growth opportunities

Local products continue to occupy large shelf space

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Urbanisation and infrastructure offer keys to development and growth

#### CHANNEL DATA

Table 54 Convenience Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 55 Convenience Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 56 Sales in Convenience Retailers by Channel: Value 2018-2023

Table 57 Sales in Convenience Retailers by Channel: % Value Growth 2018-2023

Table 58 Convenience Retailers GBO Company Shares: % Value 2019-2023

Table 59 Convenience Retailers GBN Brand Shares: % Value 2020-2023

Table 60 Convenience Retailers LBN Brand Shares: Outlets 2020-2023

Table 61 Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 62 Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 63 □Forecast Sales in Convenience Retailers by Channel: Value 2023-2028

Table 64 □Forecast Sales in Convenience Retailers by Channel: % Value Growth 2023-2028

#### DISCOUNTERS IN EGYPT

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Kazyoun sees new USD165 million investment to expand and grow in the market

Discounters gain popularity amidst tough economic situation

The rebranding of a local discounter gains attention

##### PROSPECTS AND OPPORTUNITIES

New online platform to cater directly to grocery retailers and reshape demand and supply

Rise in the number of new independents

Supeco is Egypt's first hybrid retail concept store

#### CHANNEL DATA

Table 65 Discounters: Value Sales, Outlets and Selling Space 2018-2023

Table 66 Discounters: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 67 Discounters GBO Company Shares: % Value 2019-2023

Table 68 Discounters GBN Brand Shares: % Value 2020-2023

Table 69 Discounters LBN Brand Shares: Outlets 2020-2023

Table 70 Discounters Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 71 Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

#### HYPERMARKETS IN EGYPT

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Monthly shops and mobile apps help to drive custom for hypermarkets

Strong company activity in hypermarkets in Egypt

Development in outlet numbers

##### PROSPECTS AND OPPORTUNITIES

Country developments to create room for further growth in hypermarkets

New study identifies the key players

Hypermarkets to shift focus towards sustainability efforts

#### CHANNEL DATA

Table 72 Hypermarkets: Value Sales, Outlets and Selling Space 2018-2023

Table 73 Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 74 Hypermarkets GBO Company Shares: % Value 2019-2023

Table 75 Hypermarkets GBN Brand Shares: % Value 2020-2023

Table 76 Hypermarkets LBN Brand Shares: Outlets 2020-2023

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Table 77 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 78 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

## SUPERMARKETS IN EGYPT

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

The government's new "We Are All One" initiative aims to boost supermarkets

Mini Metro introduces new "Fast to Freshness" technique in supermarkets

Supermarkets remain a significant presence in grocery retailing

### PROSPECTS AND OPPORTUNITIES

Gourmet is on a journey

Asian supermarkets to continue to penetrate the landscape

Egypt's Rabbit grocery delivery start-up stimulates new bulk business

### CHANNEL DATA

Table 79 Supermarkets: Value Sales, Outlets and Selling Space 2018-2023

Table 80 Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 81 Supermarkets GBO Company Shares: % Value 2019-2023

Table 82 Supermarkets GBN Brand Shares: % Value 2020-2023

Table 83 Supermarkets LBN Brand Shares: Outlets 2020-2023

Table 84 Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 85 Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

## SMALL LOCAL GROCERS IN EGYPT

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Small local grocers continue to dominate the landscape and value sales

Grocery retail remains fragmented and underdeveloped but offers high growth potential

WhatsApp emerges as a key social commerce and communication tool

### PROSPECTS AND OPPORTUNITIES

Small local grocers face increasing competition from evolving and innovative supermarkets

Small local grocers look to develop modern business methods

Research indicates that consumers still depend on local corner shops

### CHANNEL DATA

Table 86 Small Local Grocers: Value Sales, Outlets and Selling Space 2018-2023

Table 87 Small Local Grocers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 88 Small Local Grocers GBO Company Shares: % Value 2019-2023

Table 89 Small Local Grocers GBN Brand Shares: % Value 2020-2023

Table 90 Small Local Grocers LBN Brand Shares: Outlets 2020-2023

Table 91 Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 92 Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

## APPAREL AND FOOTWEAR SPECIALISTS IN EGYPT

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Macroeconomic and geopolitical factors affect category dynamics

Apparel and footwear remains a key retail category in Egypt

GMG announces high investment plans for Egypt

### PROSPECTS AND OPPORTUNITIES

Local brand rides the wave of globalisation and innovation

Turkish companies plan to increase their weight in Egypt

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Egyptian culture and heritage make their way into the fashion industry like never before

#### CHANNEL DATA

Table 93 Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 94 Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 95 Apparel and Footwear Specialists GBO Company Shares: % Value 2019-2023

Table 96 Apparel and Footwear Specialists GBN Brand Shares: % Value 2020-2023

Table 97 Apparel and Footwear Specialists LBN Brand Shares: Outlets 2020-2023

Table 98 Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 99 Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

#### APPLIANCES AND ELECTRONICS SPECIALISTS IN EGYPT

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Influx of investments but Universal Group continues to struggle

Chinese giant invests in Haier Egypt hub

GAFI issues two new gold licenses

##### PROSPECTS AND OPPORTUNITIES

Consumers to look for deals to purchase higher-value items

Sustainable appliances to lead innovation

Electrolux divests to focus on enhancing the consumer experience

#### CHANNEL DATA

Table 100 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 101 Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 102 Appliances and Electronics Specialists GBO Company Shares: % Value 2019-2023

Table 103 Appliances and Electronics Specialists GBN Brand Shares: % Value 2020-2023

Table 104 Appliances and Electronics Specialists LBN Brand Shares: Outlets 2020-2023

Table 105 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 106 Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

#### HEALTH AND BEAUTY SPECIALISTS IN EGYPT

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Shift to all natural beauty brands and products

Health and beauty specialists gain popularity through a large and growing young population

Fine Hygienic Holding acquires Easy Care and New Easy lines

##### PROSPECTS AND OPPORTUNITIES

Egypt showcases its regional power in pharmaceuticals

El Ezzaby Pharmacy gains a new investor to enhance its position

Local beauty and cosmetics brands to continue to shine

#### CHANNEL DATA

Table 107 Health and Beauty Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 108 Health and Beauty Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 109 Sales in Health and Beauty Specialists by Channel: Value 2018-2023

Table 110 Sales in Health and Beauty Specialists by Channel: % Value Growth 2018-2023

Table 111 Health and Beauty Specialists GBO Company Shares: % Value 2019-2023

Table 112 Health and Beauty Specialists GBN Brand Shares: % Value 2020-2023

Table 113 Health and Beauty Specialists LBN Brand Shares: Outlets 2020-2023

Table 114 Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 115 Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

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Table 116 □Forecast Sales in Health and Beauty Specialists by Channel: Value 2023-2028

Table 117 □Forecast Sales in Health and Beauty Specialists by Channel: % Value Growth 2023-2028

## HOME PRODUCTS SPECIALISTS IN EGYPT

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Nordica brings Scandinavian designs to Egyptian homes

Ancient Egyptian designs trend in furniture

Home decor gains popularity in retail amid urbanisation and modernisation trends

### PROSPECTS AND OPPORTUNITIES

Jeffan International's partnership with HGTV's Egypt Sherrod produces a new collection

The state attempts to promote Egyptian furniture making

GAFI announces new contracts to promote home products innovation

### CHANNEL DATA

Table 118 Home Products Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 119 Home Products Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 120 Sales in Home Products Specialists by Channel: Value 2018-2023

Table 121 Sales in Home Products Specialists by Channel: % Value Growth 2018-2023

Table 122 Home Products Specialists GBO Company Shares: % Value 2019-2023

Table 123 Home Products Specialists GBN Brand Shares: % Value 2020-2023

Table 124 Home Products Specialists LBN Brand Shares: Outlets 2020-2023

Table 125 Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 126 Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 127 □Forecast Sales in Home Products Specialists by Channel: Value 2023-2028

Table 128 □Forecast Sales in Home Products Specialists by Channel: % Value Growth 2023-2028

## GENERAL MERCHANDISE STORES IN EGYPT

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Stagnation in the presence of department stores

More brands enter the fray in variety stores

A new Korean lifestyle brand adds dynamism to variety stores

### PROSPECTS AND OPPORTUNITIES

Beymen's new partnership aims to revive luxury purchases

Le Collezioni aims to win over consumers with a luxury shopping experience

Variety stores shifts towards smaller stores

### CHANNEL DATA

Table 129 General Merchandise Stores: Value Sales, Outlets and Selling Space 2018-2023

Table 130 General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 131 Sales in General Merchandise Stores by Channel: Value 2018-2023

Table 132 Sales in General Merchandise Stores by Channel: % Value Growth 2018-2023

Table 133 General Merchandise Stores GBO Company Shares: % Value 2019-2023

Table 134 General Merchandise Stores GBN Brand Shares: % Value 2020-2023

Table 135 General Merchandise Stores LBN Brand Shares: Outlets 2020-2023

Table 136 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 137 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 138 □Forecast Sales in General Merchandise Stores by Channel: Value 2023-2028

Table 139 □Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2023-2028

## DIRECT SELLING IN EGYPT

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Social commerce sales continue to transform direct selling in Egypt

Avon overtakes Oriflame to lead direct selling in 2023

New brands make their way into direct selling

### PROSPECTS AND OPPORTUNITIES

Female engagement to stimulate direct selling in Egypt

Local brands make their way through an omnichannel approach

Players to look for space in less developed areas of direct selling

### CHANNEL DATA

Table 140 Direct Selling by Product: Value 2018-2023

Table 141 Direct Selling by Product: % Value Growth 2018-2023

Table 142 Direct Selling GBO Company Shares: % Value 2019-2023

Table 143 Direct Selling GBN Brand Shares: % Value 2020-2023

Table 144 Direct Selling Forecasts by Product: Value 2023-2028

Table 145 Direct Selling Forecasts by Product: % Value Growth 2023-2028

## RETAIL E-COMMERCE IN EGYPT

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Retail e-commerce continues to flourish in Egypt

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

Retail e-commerce is set to continue to face macroeconomic challenges

Legislation is being formulated to better regulate retail e-commerce

New partnership between Amazon and PDC is set to push the development of e-commerce in Egypt

#### CHANNEL DATA

Table 146 Retail E-Commerce by Channel: Value 2017-2022

Table 147 Retail E-Commerce by Channel: % Value Growth 2017-2022

Table 148 Retail E-Commerce by Product: Value 2017-2022

Table 149 Retail E-Commerce by Product: % Value Growth 2017-2022

Table 150 Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 151 Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 152 Forecast Retail E-Commerce by Channel: Value 2022-2027

Table 153 Forecast Retail E-Commerce by Channel: % Value Growth 2022-2027

Table 154 Forecast Retail E-Commerce by Product: Value 2022-2027

Table 155 □Forecast Retail E-Commerce by Product: % Value Growth 2022-2027



## Retail in Egypt

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