

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.

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reliable information resources to help drive informed strategic planning.

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Euromonitor International

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