

Egypt Social Commerce Market Intelligence and Future Growth Dynamics - 50+ KPIs on Social Commerce Trends by End-Use Sectors, Operational KPIs, Retail Product Dynamics, and Consumer Demographics - 2025 Update

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Report description:

According to PayNXT360, social commerce market in Egypt is expected to grow by 19.5% on annual basis to reach US\$866.4 million in 2025.

The social commerce market in the country experienced robust growth during 2021-2024, achieving a CAGR of 28.1%. This upward trajectory is expected to continue, with the market forecast to grow at a CAGR of 13.6% during 2025-2030. By the end of 2030, the social commerce sector is projected to expand from its 2024 value of USD 725.1 million to approximately USD 1,640.5 million.

This report provides a detailed data-centric analysis of the social commerce sector in Egypt, covering market opportunities and risks across a range of retail categories. With over 50+ KPIs at the country level, this report provides a comprehensive understanding of social commerce market dynamics, market size and forecast, and market share statistics.

It breaks down market opportunities in the social commerce sector by type of domestic vs cross-border, type of social platform, type of payment method, business model, end-use consumer segment, and type of city. In addition, it provides a snapshot of consumer behaviour and retail spending dynamics. KPIs in both value and volume terms help in getting an in-depth understanding of end market dynamics.

PayNXT360's research methodology is based on industry best practices. Its unbiased analysis leverages a proprietary analytics platform to offer a detailed view of emerging business and investment market opportunities.

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Key Insights

The rapid growth of social commerce in Egypt is being fueled by the increasing adoption of Facebook, Instagram, and TikTok as primary shopping platforms. As businesses invest in optimizing social media storefronts and enhancing customer engagement, consumer trust and conversion rates are expected to rise significantly. Integrating social media and e-commerce also reshapes how products are marketed and sold, offering seamless shopping experiences that drive greater participation in social commerce.

Over the next 2-4 years, Egypt's social commerce market will continue to expand, with retailers leveraging social platforms to diversify product categories and increase accessibility. Millennials and Gen Z consumers are expected to play a critical role in shaping trends through their engagement with influencers and peer-driven recommendations. Businesses prioritizing authenticity, community engagement, and interactive content will be best positioned to capitalize on the growing reliance on social commerce as a key retail channel in Egypt.

Rising Adoption of Social Commerce Platforms

- As social commerce becomes more integrated into digital shopping habits, businesses increasingly leverage these platforms to drive sales and improve customer engagement.
- The widespread use of Facebook, Instagram, and TikTok in Egypt has been crucial in accelerating social commerce adoption. These platforms enable seamless in-app purchasing experiences, making them a preferred shopping channel for many consumers. Given the high social media engagement levels in Egypt, businesses are directly connecting with potential customers, offering tailored product promotions, and utilizing interactive features to enhance the shopping experience.
- Over the next 2-4 years, investments in social commerce strategies are expected to grow as businesses focus on optimizing their digital storefronts and refining engagement tactics. These developments will likely increase consumer trust and boost conversion rates, positioning social commerce as a mainstream retail channel. As competition intensifies, brands must differentiate their offerings by leveraging personalized content, influencer collaborations, and real-time shopping experiences to attract and retain customers.

Integration of Social Media and E-commerce

- The convergence of social media and e-commerce is increasingly evident in Egypt. Platforms such as Facebook, Instagram, and TikTok are enhancing their shopping features, allowing users to discover and purchase products directly within the app. This seamless integration fosters a more engaging shopping experience, encouraging consumer participation in social commerce.
- Social media platforms' visual and interactive nature makes them well-suited for showcasing products. Features such as live demonstrations, user reviews, and influencer endorsements enhance product visibility and appeal, encouraging consumers to explore and purchase diverse items.
- As consumers become more accustomed to discovering and purchasing various products through social media, the range of product categories available via social commerce is anticipated to continue expanding. Retailers across different sectors may increasingly leverage social platforms to reach potential customers, leading to a more diverse and competitive marketplace.

Focus on Younger Audiences

- Millennials and Gen Z are driving social commerce growth in Egypt. These demographics are more likely to engage with brands on social media and make purchases directly through these platforms. Brands adapt their strategies to resonate with younger consumers, emphasizing authenticity, community engagement, and visually appealing content.
- The authenticity and relatability of influencer content resonate with younger consumers, making them more likely to trust and act on product recommendations. Social media's interactive features, such as likes, comments, and shares, facilitate community building and peer validation, further influencing purchasing decisions.

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- As the influencer marketing sector in Egypt continues to expand, businesses are expected to increasingly invest in influencer partnerships to drive sales through social commerce channels. This strategy will likely become more sophisticated, focusing on micro-influencers and authentic content to maintain consumer trust.

Competitive Landscape and Regulatory Developments in Egypt's Social Commerce Market

Egypt's social commerce sector is expanding rapidly, driven by the increasing adoption of Facebook, YouTube, and Instagram as primary shopping platforms. Local players such as Brimore and Taager Shopping are also shaping the market by providing social sellers with inventory-free business models and installment payment solutions. Additionally, strategic partnerships such as JumiaPay Egypt's collaboration with Contact CrediTech demonstrate the rising focus on financial integration within social commerce.

Over the next 2-4 years, Egypt's social commerce market is expected to become increasingly competitive, with existing players enhancing their offerings and new entrants leveraging innovative solutions. Companies will likely explore mergers, acquisitions, and partnerships to expand their digital and financial capabilities. Regulatory developments, including the Egyptian Competition Authority's new pre-merger control regime and fintech regulations, will shape market transparency and consumer protection. As businesses adapt to these changes, those prioritizing seamless user experiences, influencer-driven marketing, and payment flexibility will be best positioned to thrive in Egypt's evolving social commerce landscape.

Current State of the Social Commerce Market

- Major global platforms such as Facebook, YouTube, and Instagram dominate Egyptian social commerce, leveraging their extensive user bases to facilitate in-app purchasing experiences. Local players such as Brimore and Taager Shopping have also established significant market presence, partnering with various retailers to offer installment payment solutions.

Key Players and New Entrants

- Established platforms such as Facebook and Instagram have integrated shopping features, enabling businesses to showcase products and facilitate purchases within the apps. YouTube also expands its social commerce capabilities, recognizing the platform's influence on consumer purchasing decisions.

- Local companies such as Brimore and Taager Shopping have emerged as key players in Egypt's social commerce market. Brimore operates a social commerce platform that enables individuals to start their businesses by selling various products through social networks. Taager Shopping provides a platform for social sellers, offering them products to sell without the need for upfront inventory investment.

Recent Launches, Mergers, and Acquisitions

- In May 2024, JumiaPay Egypt expanded its partnership with Contact Financial Holding's digital consumer finance division, Contact CrediTech. This collaboration aims to enhance online payment services and introduce various financial solutions for customers.

- In January 2024, TijaraHub launched an e-commerce platform to empower small and medium manufacturers in Egypt and Turkey. The platform aims to facilitate these manufacturers' expansion into new markets and foster sustainable growth.

Outlook

- The competitive landscape of Egypt's social commerce market is expected to intensify over the next few years. The market presents substantial opportunities for existing players and new entrants. This anticipated growth is likely to attract further

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investments and encourage the introduction of innovative social commerce solutions tailored to Egyptian consumers.

- Companies may explore strategic partnerships, mergers, and acquisitions as the market evolves to enhance their market presence and service offerings. The evolving regulatory environment will also play a crucial role in shaping the competitive dynamics, ensuring fair competition and fostering innovation in Egypt's social commerce sector.

Regulatory Changes

- Egypt has introduced a pre-merger control regime, effective from 1 June 2024, granting the Egyptian Competition Authority (ECA) the power to review and approve transactions that meet certain criteria. This regime aims to modernize and strengthen the existing competition law framework.

- The Egyptian government is also developing a robust regulatory framework for fintech companies, including guidelines for embedded finance services. These regulations aim to foster innovation while ensuring consumer protection in the rapidly evolving digital financial services sector.

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