

# Home Products Specialists in Egypt

<https://marketpublishers.com/r/HAEA0D92037CEN.html>

Date: March 2024

Pages: 36

Price: US\$ 990.00 (Single User License)

ID: HAEA0D92037CEN

## Abstracts

The entry of a new player has added dynamism to home products specialists in Egypt. The home-grown brand Nordica aims to deliver a unique identity in the market by bringing Scandinavian comfort to the Egyptian furniture scene. The mission is to introduce modern furniture and home accessories with a Nordic influence. This concept is informed by Scandinavian “happy living” values. In this vein, Nordica aims offer custom-made and ready-made designs of unique and top quality products to fit various...

Euromonitor International's Home Products Specialists 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: Home Improvement and Gardening Stores, Homewares and Home Furnishing Stores, Pet Shops and Superstores.

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

Why buy this report?

Get a detailed picture of the Home Products Specialists 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 reliable information resources to help drive informed strategic planning.

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March 2024

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