

Mobile E-Commerce in Egypt

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Abstracts

COVID-19 drove a surge in demand for mobile e-commerce during 2020, with retail current value sales almost trebling during the year – albeit from a relatively low base. With consumers spending more time at home due to lockdown measures, many shopped online for the first time. Internet penetration in Egypt stood at 54% in January 2020, with the total number of internet users rising by 9.8 million (22%) during the previous 12 months. Most Egyptians, particularly those on lower incomes, use smartph...

Euromonitor International's Mobile E-Commerce 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.

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

Why buy this report?

Get a detailed picture of the Mobile E-Commerce 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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2020 IMPACT

Pandemic drives surge in mobile e-commerce

Smartphone apps are the gateway to e-commerce for many consumers

Smaller bricks-and-mortar retailers piggyback on social media app

RECOVERY AND OPPORTUNITIES

As smartphones become more embedded in the daily lives of local consumers, mobile e-commerce will continue to expand

More retailers will launch their own smartphone apps

Faster internet access and new payment methods will facilitate growth in mobile e-commerce

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