

Retailing in Egypt

<https://marketpublishers.com/r/R57FF2D30E2EN.html>

Date: March 2022

Pages: 134

Price: US\$ 2,100.00 (Single User License)

ID: R57FF2D30E2EN

Abstracts

The retail market in Egypt is currently experiencing heavy penetrated from e-commerce platforms with up-and-coming digital marketplaces continuing to offer and ever-growing list of FMCG products. The impact of COVID-19 and the government's campaign to digitalise payments is leading to a larger proportion of the population becoming open to new retail experiences, thus creating more room for new platforms to enter and gain share in the country. Many consumers have become more accustomed to online...

Euromonitor International's Retailing 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: Non-Store Retailing, Store-Based Retailing.

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

Why buy this report?

Get a detailed picture of the Retailing 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.

Contents

RETAILING IN EGYPT

EXECUTIVE SUMMARY

Retailing in 2021: The big picture

2021 key trends

Competitive Landscape

Retailing developments

What next for retailing?

OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2021

Physical retail landscape

Cash and carry

Seasonality

Holy Month of Ramadan:

Feast: Eid El Adha and Eid El-Fitr

Christmas Break

Back-to-school

Mother's Day

Valentine's Day

Black Friday

Payments

Delivery and collection

Emerging business models

MARKET DATA

Table 1 Sales in Retailing by Store-based vs Non-Store: Value 2016-2021

Table 2 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021

Table 3 Sales in Store-based Retailing by Channel: Value 2016-2021

Table 4 Sales in Store-based Retailing by Channel: % Value Growth 2016-2021

Table 5 Store-based Retailing Outlets by Channel: Units 2016-2021

Table 6 Store-based Retailing Outlets by Channel: % Unit Growth 2016-2021

Table 7 Sales in Non-Store Retailing by Channel: Value 2016-2021

Table 8 Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021

Table 9 Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 10 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 11 Sales in Grocery Retailers by Channel: Value 2016-2021

Table 12 Sales in Grocery Retailers by Channel: % Value Growth 2016-2021
Table 13 Grocery Retailers Outlets by Channel: Units 2016-2021
Table 14 Grocery Retailers Outlets by Channel: % Unit Growth 2016-2021
Table 15 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021
Table 16 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021
Table 17 Sales in Non-Grocery Specialists by Channel: Value 2016-2021
Table 18 Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021
Table 19 Non-Grocery Specialists Outlets by Channel: Units 2016-2021
Table 20 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021
Table 21 Mixed Retailers: Value Sales, Outlets and Selling Space 2016-2021
Table 22 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021
Table 23 Sales in Mixed Retailers by Channel: Value 2016-2021
Table 24 Sales in Mixed Retailers by Channel: % Value Growth 2016-2021
Table 25 Mixed Retailers Outlets by Channel: Units 2016-2021
Table 26 Mixed Retailers Outlets by Channel: % Unit Growth 2016-2021
Table 27 Retailing GBO Company Shares: % Value 2017-2021
Table 28 Retailing GBN Brand Shares: % Value 2018-2021
Table 29 Store-based Retailing GBO Company Shares: % Value 2017-2021
Table 30 Store-based Retailing GBN Brand Shares: % Value 2018-2021
Table 31 Store-based Retailing LBN Brand Shares: Outlets 2018-2021
Table 32 Non-Store Retailing GBO Company Shares: % Value 2017-2021
Table 33 Non-Store Retailing GBN Brand Shares: % Value 2018-2021
Table 34 Grocery Retailers GBO Company Shares: % Value 2017-2021
Table 35 Grocery Retailers GBN Brand Shares: % Value 2018-2021
Table 36 Grocery Retailers LBN Brand Shares: Outlets 2018-2021
Table 37 Grocery Retailers LBN Brand Shares: Selling Space 2018-2021
Table 38 Non-Grocery Specialists GBO Company Shares: % Value 2017-2021
Table 39 Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021
Table 40 Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021
Table 41 Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021
Table 42 Mixed Retailers GBO Company Shares: % Value 2017-2021
Table 43 Mixed Retailers GBN Brand Shares: % Value 2018-2021
Table 44 Mixed Retailers LBN Brand Shares: Outlets 2018-2021
Table 45 Mixed Retailers LBN Brand Shares: Selling Space 2018-2021
Table 46 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026
Table 47 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026

Table 48 Forecast Sales in Store-based Retailing by Channel: Value 2021-2026

Table 49 Forecast Sales in Store-based Retailing by Channel: % Value Growth 2021-2026

Table 50 Forecast Store-based Retailing Outlets by Channel: Units 2021-2026

Table 51 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026

Table 52 Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026

Table 53 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2021-2026

Table 54 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 55 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 56 Forecast Sales in Grocery Retailers by Channel: Value 2021-2026

Table 57 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2021-2026

Table 58 Forecast Grocery Retailers Outlets by Channel: Units 2021-2026

Table 59 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2021-2026

Table 60 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 61 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 62 Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026

Table 63 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2021-2026

Table 64 Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026

Table 65 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2021-2026

Table 66 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 67 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 68 Forecast Sales in Mixed Retailers by Channel: Value 2021-2026

Table 69 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2021-2026

Table 70 Forecast Mixed Retailers Outlets by Channel: Units 2021-2026

Table 71 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2021-2026

DISCLAIMER

SOURCES

Summary 2 Research Sources

CONVENIENCE STORES IN EGYPT

KEY DATA FINDINGS

2021 DEVELOPMENTS

Accelerating growth for convenience stores as outlets become popular meeting places for groups

Expansions and outlet openings witnessed helping Circle K remain the top brand

Local brands continue to dominate shelves

PROSPECTS AND OPPORTUNITIES

Robust growth to continue as the local brands partnership trend develops

Electronic Cigarettes, Iqos and items exclusively sold in convenience stores

Further urban development facilitates expansion

CHANNEL DATA

Table 72 Convenience Stores: Value Sales, Outlets and Selling Space 2016-2021

Table 73 Convenience Stores: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 74 Convenience Stores GBO Company Shares: % Value 2017-2021

Table 75 Convenience Stores GBN Brand Shares: % Value 2018-2021

Table 76 Convenience Stores LBN Brand Shares: Outlets 2018-2021

Table 77 Convenience Stores LBN Brand Shares: Selling Space 2018-2021

Table 78 Convenience Stores Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 79 Convenience Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

DISCOUNTERS IN EGYPT

KEY DATA FINDINGS

2021 DEVELOPMENTS

Discounters remain a relatively small but rapidly growing category

Increased price sensitivity makes discounters more attractive to local consumers and FMCG brands more interested in working with them

Kazyoun continues to dominate though other retailers also see growth

PROSPECTS AND OPPORTUNITIES

Retail current value sales will moderate as store growth slows

Consumers to remain value conscious, thus encouraging supermarket chains to convert stores to discounters

Vouchers and loyalty cards grow more

CHANNEL DATA

Table 80 Discounters: Value Sales, Outlets and Selling Space 2016-2021

Table 81 Discounters: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 82 Discounters GBO Company Shares: % Value 2017-2021

Table 83 Discounters GBN Brand Shares: % Value 2018-2021

Table 84 Discounters LBN Brand Shares: Outlets 2018-2021

Table 85 Discounters LBN Brand Shares: Selling Space 2018-2021

Table 86 Discounters Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 87 Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

HYPERMARKETS IN EGYPT

KEY DATA FINDINGS

2021 DEVELOPMENTS

Hypermarkets aim to attract new social classes via organised bus services

Imported and higher-end products slowly return to shelves

Leader Majid Al Futtaim Hypermarkets benefits from synergies between its hypermarkets and shopping malls

PROSPECTS AND OPPORTUNITIES

Steady current value sales expected after COVID-19, though limited outlet expansion will hamper growth

Players to invest in market research to understand consumer wants and needs

Foreign investments anticipated to enter Egyptian hypermarkets

CHANNEL DATA

Table 88 Hypermarkets: Value Sales, Outlets and Selling Space 2016-2021

Table 89 Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 90 Hypermarkets GBO Company Shares: % Value 2017-2021

Table 91 Hypermarkets GBN Brand Shares: % Value 2018-2021

Table 92 Hypermarkets LBN Brand Shares: Outlets 2018-2021

Table 93 Hypermarkets LBN Brand Shares: Selling Space 2018-2021

Table 94 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 95 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

SUPERMARKETS IN EGYPT

KEY DATA FINDINGS

2021 DEVELOPMENTS

Robust stable growth continues, though high-end supermarkets are starting to change the channel outlook

Supermarkets benefit from increased female labour force participation

Big brands together dominate the channel at the expense of smaller brands

PROSPECTS AND OPPORTUNITIES

Post-pandemic habits will encourage constant robust growth

Recycled packaging, plastic free-packaging, and sustainability are set to be growing trends in supermarkets

More spacious stores and social commerce are set to be the major trends

CHANNEL DATA

Table 96 Supermarkets: Value Sales, Outlets and Selling Space 2016-2021

Table 97 Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 98 Supermarkets GBO Company Shares: % Value 2017-2021

Table 99 Supermarkets GBN Brand Shares: % Value 2018-2021

Table 100 Supermarkets LBN Brand Shares: Outlets 2018-2021

Table 101 Supermarkets LBN Brand Shares: Selling Space 2018-2021

Table 102 Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 103 Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

TRADITIONAL GROCERY RETAILERS IN EGYPT

KEY DATA FINDINGS

2021 DEVELOPMENTS

Traditional grocery retailing is slowly shifting to a modernised look

After-effects of COVID-19 continues to persuade consumers to shop in traditional grocery retailers

Fast, affordable delivery services is the main driver of potential growth

PROSPECTS AND OPPORTUNITIES

Limited outlet expansion expected as many struggle under reduced demand

Diminishing presence for traditional grocery retailers as modern grocery retailers increasingly expand coverage

Increased female labour force will decrease demand for category

CHANNEL DATA

Table 104 Traditional Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 105 Traditional Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 106 Traditional Grocery Retailers GBO Company Shares: % Value 2017-2021

Table 107 Traditional Grocery Retailers GBN Brand Shares: % Value 2018-2021

Table 108 Traditional Grocery Retailers LBN Brand Shares: Outlets 2018-2021

Table 109 Traditional Grocery Retailers LBN Brand Shares: Selling Space 2018-2021

Table 110 Traditional Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 111 Traditional Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

APPAREL AND FOOTWEAR SPECIALIST RETAILERS IN EGYPT

KEY DATA FINDINGS

2021 DEVELOPMENTS

Rebound for category as consumers return to stores to try-on before buying

Domestic production of apparel and footwear increases as restrictions hinder imports

Brands adapt to COVID-19 by reducing in-store inventories and promoting online sales

PROSPECTS AND OPPORTUNITIES

Strong yet diminished growth, though local brands show huge potential

Boutique and multi-brand stores are set to diversify channel and create new opportunities for growth

Despite expected rise of e-commerce, it is unlikely to challenge the supremacy of store-based retailing

CHANNEL DATA

Table 112 Apparel And Footwear Specialist Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 113 Apparel And Footwear Specialist Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 114 Apparel And Footwear Specialist Retailers GBO Company Shares: % Value 2017-2021

Table 115 Apparel And Footwear Specialist Retailers GBN Brand Shares: % Value 2018-2021

Table 116 Apparel And Footwear Specialist Retailers LBN Brand Shares: Outlets 2018-2021

Table 117 Apparel And Footwear Specialist Retailers LBN Brand Shares: Selling Space 2018-2021

Table 118 Apparel And Footwear Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 119 Apparel And Footwear Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

ELECTRONICS AND APPLIANCE SPECIALIST RETAILERS IN EGYPT

KEY DATA FINDINGS

2021 DEVELOPMENTS

Demand for electronic devices continues to thrive thanks to more time at home

Quality products, competitive pricing and local manufacturing facilities are boosting the share of leading brand Samsung

B-Tech recovers share and consumer interest as a one-stop appliances shop

PROSPECTS AND OPPORTUNITIES

Robust recovery expected although independent electronics and appliance specialist retailers will face challenges

Government manufacturing initiative set to boost share of domestic brands

EIAraby to continue rising in channel by investing in a digital future

CHANNEL DATA

Table 120 Electronics and Appliance Specialist Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 121 Electronics and Appliance Specialist Retailers: Value Sales, Outlets and

Selling Space: % Growth 2016-2021

Table 122 Electronics and Appliance Specialist Retailers GBO Company Shares: % Value 2017-2021

Table 123 Electronics and Appliance Specialist Retailers GBN Brand Shares: % Value 2018-2021

Table 124 Electronics and Appliance Specialist Retailers LBN Brand Shares: Outlets 2018-2021

Table 125 Electronics and Appliance Specialist Retailers LBN Brand Shares: Selling Space 2018-2021

Table 126 Electronics and Appliance Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 127 Electronics and Appliance Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

HEALTH AND BEAUTY SPECIALIST RETAILERS IN EGYPT

KEY DATA FINDINGS

2021 DEVELOPMENTS

Heightened health consciousness lead to boost for chemists/pharmacies, driving overall channel growth

Social responsibility and sustainability are becoming increasingly important

Local beauty brand Nefertari continues to thanks to its affordable natural offerings

PROSPECTS AND OPPORTUNITIES

Robust retail current value sales to continue driven by easing of pandemic restrictions and economic recovery

Multi-brands stores to remain key to success of channel; El Ezzaby Pharmacy starts to recover from negative association with operator

Health and beauty specialised pharmacies expected to rise

CHANNEL DATA

Table 128 Health and Beauty Specialist Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 129 Health and Beauty Specialist Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 130 Sales in Health and Beauty Specialist Retailers by Channel: Value 2016-2021

Table 131 Sales in Health and Beauty Specialist Retailers by Channel: % Value Growth 2016-2021

Table 132 Health and Beauty Specialist Retailers GBO Company Shares: % Value 2017-2021

Table 133 Health and Beauty Specialist Retailers GBN Brand Shares: % Value 2018-2021

Table 134 Health and Beauty Specialist Retailers LBN Brand Shares: Outlets
2018-2021

Table 135 Health and Beauty Specialist Retailers LBN Brand Shares: Selling Space
2018-2021

Table 136 Health and Beauty Specialist Retailers Forecasts: Value Sales, Outlets and
Selling Space 2021-2026

Table 137 Health and Beauty Specialist Retailers Forecasts: Value Sales, Outlets and
Selling Space: % Growth 2021-2026

Table 138 Forecast Sales in Health and Beauty Specialist Retailers by Channel: Value
2021-2026

Table 139 Forecast Sales in Health and Beauty Specialist Retailers by Channel: %
Value Growth 2021-2026

HOME AND GARDEN SPECIALIST RETAILERS IN EGYPT

KEY DATA FINDINGS

2021 DEVELOPMENTS

Retailers introduce at-home instalments, discounts, and renovation services to
encourage sales

Rise of home and garden consultants is boosting channel sales

At-home workspaces is now a key selling point due to increase in remote working

PROSPECTS AND OPPORTUNITIES

Strong growth expected in next couple of years as consumers take on projects
postponed during the pandemic

Trend of turning summer homes into forever homes will lead to expansion opportunities
for home and garden specialist retailers

Garden supplies and furniture are expected to grow in the forecast period

CHANNEL DATA

Table 140 Home and Garden Specialist Retailers: Value Sales, Outlets and Selling
Space 2016-2021

Table 141 Home and Garden Specialist Retailers: Value Sales, Outlets and Selling
Space: % Growth 2016-2021

Table 142 Sales in Home and Garden Specialist Retailers by Channel: Value
2016-2021

Table 143 Sales in Home and Garden Specialist Retailers by Channel: % Value Growth
2016-2021

Table 144 Home and Garden Specialist Retailers GBO Company Shares: % Value
2017-2021

Table 145 Home and Garden Specialist Retailers GBN Brand Shares: % Value
2018-2021

Table 146 Home and Garden Specialist Retailers LBN Brand Shares: Outlets

2018-2021

Table 147 Home and Garden Specialist Retailers LBN Brand Shares: Selling Space
2018-2021

Table 148 Home and Garden Specialist Retailers Forecasts: Value Sales, Outlets and
Selling Space 2021-2026

Table 149 Home and Garden Specialist Retailers Forecasts: Value Sales, Outlets and
Selling Space: % Growth 2021-2026

Table 150 Forecast Sales in Home and Garden Specialist Retailers by Channel: Value
2021-2026

Table 151 Forecast Sales in Home and Garden Specialist Retailers by Channel: %
Value Growth 2021-2026

DEPARTMENT STORES IN EGYPT

KEY DATA FINDINGS

2021 DEVELOPMENTS

Department stores remain a struggling category in 2021

Local department stores remain leaders despite economic difficulties

Downtown Cairo signals the channel's future with only big names likely to survive

PROSPECTS AND OPPORTUNITIES

Hypermarket expansion will ratchet up the competitive pressure on department stores

New malls and larger spaces present more opportunities for the category

Competition remains severe between international brands

CHANNEL DATA

Table 152 Department Stores: Value Sales, Outlets and Selling Space 2016-2021

Table 153 Department Stores: Value Sales, Outlets and Selling Space: % Growth
2016-2021

Table 154 Department Stores GBO Company Shares: % Value 2017-2021

Table 155 Department Stores GBN Brand Shares: % Value 2018-2021

Table 156 Department Stores LBN Brand Shares: Outlets 2018-2021

Table 157 Department Stores LBN Brand Shares: Selling Space 2018-2021

Table 158 Department Stores Forecasts: Value Sales, Outlets and Selling Space
2021-2026

Table 159 Department Stores Forecasts: Value Sales, Outlets and Selling Space: %
Growth 2021-2026

VARIETY STORES IN EGYPT

KEY DATA FINDINGS

2021 DEVELOPMENTS

COVID-19 encourages variety stores to offer new products, aiding the channel recovery

Set El Kol Co is the leading player in a highly fragmented channel

Chinese retailer Miniso continues its rapid expansion as it gains share

PROSPECTS AND OPPORTUNITIES

Inexpensive product selection will aid recovery and future growth

Variety store potential could lead to influx of new entrants

Competition remains strong between Gurus El Nomrosy and Kol Shea

CHANNEL DATA

Table 160 Variety Stores: Value Sales, Outlets and Selling Space 2016-2021

Table 161 Variety Stores: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 162 Variety Stores GBO Company Shares: % Value 2017-2021

Table 163 Variety Stores GBN Brand Shares: % Value 2018-2021

Table 164 Variety Stores LBN Brand Shares: Outlets 2018-2021

Table 165 Variety Stores LBN Brand Shares: Selling Space 2018-2021

Table 166 Variety Stores Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 167 Variety Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

WAREHOUSE CLUBS IN EGYPT

2021 DEVELOPMENTS

DIRECT SELLING IN EGYPT

KEY DATA FINDINGS

2021 DEVELOPMENTS

Social commerce is the key sales method for direct sellers

Health and beauty products remain the most popular channel offerings

Oriflame remains the market leader of direct selling

PROSPECTS AND OPPORTUNITIES

Post-pandemic economic recovery will boost demand

New product ranges to expand the horizon of direct selling

Greater number of small local players will boost presence of hand-made products

CHANNEL DATA

Table 168 Direct Selling by Category: Value 2016-2021

Table 169 Direct Selling by Category: % Value Growth 2016-2021

Table 170 Direct Selling GBO Company Shares: % Value 2017-2021

Table 171 Direct Selling GBN Brand Shares: % Value 2018-2021

Table 172 Direct Selling Forecasts by Category: Value 2021-2026

Table 173 Direct Selling Forecasts by Category: % Value Growth 2021-2026

HOMESHOPPING IN EGYPT

KEY DATA FINDINGS

2021 DEVELOPMENTS

Home shopping remains a diminishing category of retailing

Homeshopping mainly appeals to women with Tamima remaining the clear leader

Negative image undermines consumer trust

PROSPECTS AND OPPORTUNITIES

With its core consumer group shrinking, homeshopping will continue to decline
Longer advertisements push consumers further away from home shopping
Leading homeshopping players are likely to pivot to e-commerce

CHANNEL DATA

Table 174 Homeshopping by Category: Value 2016-2021

Table 175 Homeshopping by Category: % Value Growth 2016-2021

Table 176 Homeshopping GBO Company Shares: % Value 2017-2021

Table 177 Homeshopping GBN Brand Shares: % Value 2018-2021

Table 178 Homeshopping Forecasts by Category: Value 2021-2026

Table 179 Homeshopping Forecasts by Category: % Value Growth 2021-2026

VENDING IN EGYPT

2021 DEVELOPMENTS

E-COMMERCE (GOODS) IN EGYPT

KEY DATA FINDINGS

2021 DEVELOPMENTS

E-commerce continues to display strong growth in Egypt benefitting from the impact of COVID-19

Major e-commerce platform Souq rebrands as Amazon

Furniture e-commerce specialist brings new wave in e-commerce sales

PROSPECTS AND OPPORTUNITIES

Increased investment by retailers and strong consumer demand will drive vigorous growth of the channel

Brands, both large and small, increasingly shift to an online-only model

New trends expected in omnichannel retailing and payment methods

CHANNEL DATA

Table 180 E-Commerce (Goods) by Channel and Category: Value 2016-2021

Table 181 E-Commerce (Goods) by Channel and Category: % Value Growth 2016-2021

Table 182 E-Commerce (Goods) GBO Company Shares: % Value 2017-2021

Table 183 E-Commerce (Goods) GBN Brand Shares: % Value 2018-2021

Table 184 Forecast E-Commerce (Goods) by Channel and Category: Value 2021-2026

Table 185 Forecast E-Commerce (Goods) by Channel and Category: % Value Growth 2021-2026

MOBILE E-COMMERCE (GOODS) IN EGYPT

KEY DATA FINDINGS

2021 DEVELOPMENTS

Pandemic drives surge in mobile e-commerce as smartphone penetration increases

Various forms of retailing switching to mobile commerce

International shopping applications lead the way

PROSPECTS AND OPPORTUNITIES

As smartphones become more prevalent mobile e-commerce will continue to expand
Brands anticipated to increasingly offer full services through mobile apps
Faster internet access and new payment methods will facilitate channel expansion

CHANNEL DATA

Table 186 Mobile E-Commerce (Goods): Value 2016-2021

Table 187 Mobile E-Commerce (Goods): % Value Growth 2016-2021

Table 188 Mobile E-Commerce (Goods) Forecasts: Value 2021-2026

Table 189 Mobile E-Commerce (Goods) Forecasts: % Value Growth 2021-2026

FOOD AND DRINK E-COMMERCE IN EGYPT

KEY DATA FINDINGS

2021 DEVELOPMENTS

Food and drink e-commerce maintains high sales consolidating share in the overall e-commerce channel

Talabat benefits from pandemic thanks to its convenient quick commerce model

Egypt's GoodsMart raises funds to grow its contactless grocery delivery platform

PROSPECTS AND OPPORTUNITIES

Further investments in the sector expected to occur in the coming period

Impressive operational growth in the food delivery platforms sector

Expansion of hyperlocal delivery set to generate opportunities for smaller players

CHANNEL DATA

Table 190 Food and Drink E-Commerce: Value 2016-2021

Table 191 Food and Drink E-Commerce: % Value Growth 2016-2021

Table 192 Food and Drink E-Commerce Forecasts: Value 2021-2026

Table 193 Food and Drink E-Commerce Forecasts: % Value Growth 2021-2026

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