

General Merchandise Stores in Egypt

March 2024

Table of Contents

General Merchandise Stores in Egypt - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Stagnation in the presence of department stores More brands enter the fray in variety stores A new Korean lifestyle brand adds dynamism to variety stores

PROSPECTS AND OPPORTUNITIES

Beymen's new partnership aims to revive luxury purchases Le Collezioni aims to win over consumers with a luxury shopping experience Variety stores shifts towards smaller stores

CHANNEL DATA

Table 1 - General Merchandise Stores: Value Sales, Outlets and Selling Space 2018-2023
Table 2 - General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 3 - Sales in General Merchandise Stores by Channel: Value 2018-2023
Table 4 - Sales in General Merchandise Stores by Channel: % Value Growth 2018-2023
Table 5 - General Merchandise Stores GBO Company Shares: % Value 2019-2023
Table 6 - General Merchandise Stores GBN Brand Shares: % Value 2020-2023
Table 7 - General Merchandise Stores LBN Brand Shares: Outlets 2020-2023
Table 8 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2023-2028
Table 9 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
Table 10 - Forecast Sales in General Merchandise Stores by Channel: Value 2023-2028

Retail in Egypt - Industry Overview

EXECUTIVE SUMMARY

Retail in 2023: The big picture Shift to local and regional brands amid political and economic developments E-commerce continues to see development and growth What next for retail?

OPERATING ENVIRONMENT

Informal retail Opening hours for physical retail Summary 1 - Standard Opening Hours by Channel Type 2023 Seasonality Holy Month of Ramadan Eid al-Adha and Eid al-Fitr Christmas Break Back-to-school Mother's Day Valentine's Day Black Friday

MARKET DATA

Table 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023Table 13 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023Table 14 - Sales in Retail Offline by Channel: Value 2018-2023Table 15 - Sales in Retail Offline by Channel: % Value Growth 2018-2023Table 16 - Retail Offline Outlets by Channel: Units 2018-2023

Table 17 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023 Table 18 - Sales in Retail E-Commerce by Product: Value 2018-2023 Table 19 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023 Table 20 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023 Table 21 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023 Table 22 - Sales in Grocery Retailers by Channel: Value 2018-2023 Table 23 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023 Table 24 - Grocery Retailers Outlets by Channel: Units 2018-2023 Table 25 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023 Table 26 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023 Table 27 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023 Table 28 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023 Table 29 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023 Table 30 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023 Table 31 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023 Table 32 - Retail GBO Company Shares: % Value 2019-2023 Table 33 - Retail GBN Brand Shares: % Value 2020-2023 Table 34 - Retail Offline GBO Company Shares: % Value 2019-2023 Table 35 - Retail Offline GBN Brand Shares: % Value 2020-2023 Table 36 - Retail Offline LBN Brand Shares: Outlets 2020-2023 Table 37 - Retail E-Commerce GBO Company Shares: % Value 2019-2023 Table 38 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023 Table 39 - Grocery Retailers GBO Company Shares: % Value 2019-2023 Table 40 - Grocery Retailers GBN Brand Shares: % Value 2020-2023 Table 41 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023 Table 42 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023 Table 43 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023 Table 44 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023 Table 45 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028 Table 46 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028 Table 47 - Forecast Sales in Retail Offline by Channel: Value 2023-2028 Table 48 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028 Table 49 - Forecast Retail Offline Outlets by Channel: Units 2023-2028 Table 50 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028 Table 51 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028 Table 52 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028 Table 53 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028 Table 54 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028 Table 55 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028 Table 56 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028 Table 57 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028 Table 58 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028 Table 59 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028 Table 60 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028 Table 61 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028 Table 62 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028 Table 63 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028 Table 64 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

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SOURCES

Summary 2 - Research Sources

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