

Small Local Grocers in Egypt

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Small local grocers continue to dominate the landscape and value sales
Grocery retail remains fragmented and underdeveloped but offers high growth potential
WhatsApp emerges as a key social commerce and communication tool

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Small local grocers face increasing competition from evolving and innovative supermarkets
Small local grocers look to develop modern business methods
Research indicates that consumers still depend on local corner shops

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Opening hours for physical retail
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