



Hypermarkets in Egypt

April 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Hypermarket investment slows as retailers shift to smaller formats
Majid Al Futtaim retains leadership through strategic site development
Omnichannel strategies enhance competitiveness amid digital disruption

PROSPECTS AND OPPORTUNITIES

Improved economic conditions expected to support hypermarket growth
Strategic partnerships to accelerate experiential retail expansion
Digitalisation and sustainability to define future innovation

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Retail in Egypt - Industry Overview

EXECUTIVE SUMMARY

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Competition intensifies between local and international players
E-commerce gains ground through digital innovation and convenience
What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
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- Seasonality
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