



Convenience Retailers in Egypt

March 2024

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Convenience Retailers in Egypt - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Government efforts help to grow the category

Modern tobacco products generate traffic in convenience stores

The United Arab Emirates' largest fuel and retail distributor inaugurates first fuel service station in Egypt

PROSPECTS AND OPPORTUNITIES

Innovation and technology to drive development and growth opportunities

Local products continue to occupy large shelf space

Urbanisation and infrastructure offer keys to development and growth

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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

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