



Small Local Grocers in Egypt

March 2024

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Small Local Grocers in Egypt - Category analysis

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

PROSPECTS AND OPPORTUNITIES

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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