



# General Merchandise Stores in Egypt

April 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Department stores continue to decline amid economic strain
- Variety stores sustain performance through affordable value offerings
- Public sector initiatives aim to revitalise iconic department store brands

PROSPECTS AND OPPORTUNITIES

- Department stores may benefit from tourism and infrastructure projects
- Local sourcing and cultural positioning to strengthen competitiveness
- Digital channels to play a central role in channel recovery

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- E-commerce gains ground through digital innovation and convenience
- What next for retail?

OPERATING ENVIRONMENT

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