



Euromonitor
International

Retail E-Commerce in Egypt

April 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

E-commerce continues expanding, driven by digital access and convenience
Social media platforms reshape customer engagement and product discovery
Market leaders compete on value, partnerships, and localisation

PROSPECTS AND OPPORTUNITIES

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Fragmentation to persist despite investment and innovation

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Retail in Egypt - Industry Overview

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E-commerce gains ground through digital innovation and convenience
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