

Discounters in Egypt

March 2024

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Discounters in Egypt - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Kazyoun sees new USD165 million investment to expand and grow in the market

Discounters gain popularity amidst tough economic situation

The rebranding of a local discounter gains attention

PROSPECTS AND OPPORTUNITIES

New online platform to cater directly to grocery retailers and reshape demand and supply

Rise in the number of new independents

Supeco is Egypt's first hybrid retail concept store

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Informal retail

Opening hours for physical retail

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Seasonality

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/discounters-in-egypt/report.