



# Apparel and Footwear Specialists in Egypt

March 2024

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## Apparel and Footwear Specialists in Egypt - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Macroeconomic and geopolitical factors affect category dynamics  
Apparel and footwear remains a key retail category in Egypt  
GMG announces high investment plans for Egypt

#### PROSPECTS AND OPPORTUNITIES

Local brand rides the wave of globalisation and innovation  
Turkish companies plan to increase their weight in Egypt  
Egyptian culture and heritage make their way into the fashion industry like never before

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