

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

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Informal retail

Opening hours for physical retail

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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.