



# Home Products Specialists in Egypt

March 2024

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## Home Products Specialists in Egypt - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Nordica brings Scandinavian designs to Egyptian homes  
Ancient Egyptian designs trend in furniture  
Home décor gains popularity in retail amid urbanisation and modernisation trends

#### PROSPECTS AND OPPORTUNITIES

Jeffan International's partnership with HGTV's Egypt Sherrod produces a new collection  
The state attempts to promote Egyptian furniture making  
GAFI announces new contracts to promote home products innovation

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## Retail in Egypt - Industry Overview

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Retail in 2023: The big picture  
Shift to local and regional brands amid political and economic developments  
E-commerce continues to see development and growth  
What next for retail?

### OPERATING ENVIRONMENT

Informal retail  
Opening hours for physical retail  
Summary 1 - Standard Opening Hours by Channel Type 2023  
Seasonality  
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Christmas Break  
Back-to-school  
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