

# Retail E-Commerce in Egypt

March 2024

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## Retail E-Commerce in Egypt - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Retail e-commerce continues to flourish in Egypt

E-payments and modern banking methods help to develop and grow the channel

Investment in logistics supports the development of retail e-commerce in Egypt

#### PROSPECTS AND OPPORTUNITIES

Retail e-commerce is set to continue to face macroeconomic challenges

Legislation is being formulated to better regulate retail e-commerce

New partnership between Amazon and PDC is set to push the development of e-commerce in Egypt

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Shift to local and regional brands amid political and economic developments

E-commerce continues to see development and growth

What next for retail?

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Informal retail

Opening hours for physical retail

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