



Euromonitor
International

Retail in Egypt

June 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Supeco Accelerates Discount Expansion as Value-First Mindset Deepens

Discounters and Small Local Grocers Lead as Affordability Drives Choices

Majid Al Futtaim Expands Supeco to Capture Price-Sensitive Demand

Chart 2 - Supeco, a Brand by Majid Al Futtaim, Is Expanding Its Discount Grocery Format throughout Egypt

Chart 3 - El Ezaby Pharmacy Has Launched Egypt's First Drive-Thru Pharmacy, Revolutionising the Concept of Convenience in Healthcare

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Carrefour and Spinneys Drive Expansion beyond Cairo to Unlock New Growth

Lifestyle Malls and Mixed-Use Projects Shift Focus to Experience and Aspiration

Chart 6 - Locally, a Concept Store That Carries Local Brands

Fintech and Ai Partnerships Redefine Affordability and Deepen Digital Adoption

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Majid Al Futtaim and E-Commerce Leaders Stabilise Hierarchy as New Concepts Emerge

Chart 9 - Analyst Insight for Retail

Chart 10 - Oriental?Weavers "Haptch" Concept Store

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 13 - Standard Opening Hours by Channel Type 2025

Seasonality

Holy Month of Ramadan

Eid al-Fitr and Eid al-Adha

Christmas Break

Back-to-School

Mother's Day

Valentine's Day

Black Friday

ECONOMIC CONTEXT

Chart 14 - Economic Context for Retail

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Retail

Chart 18 - Population 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Convenience Retailers in Egypt

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Convenience Retailers Summary

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Convenience Retailers

INDUSTRY PERFORMANCE

Circle K and Talabat Mart Drive Rapid Value Growth with Tech and Network Expansion

Forecourt Retailers Maintain Lead as Convenience Stores Accelerate

Chart 21 - On the Run Egypt Uses Social Media Storytelling and Influencer Content to Connect with Audiences

On the Run and Circle K Redefine Convenience with Digital-First Strategies

Chart 22 - Circle K Egypt Expands Its 24-Hour Convenience Network with Tech-Enabled Payment

Chart 23 - Value Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Talabat Mart and Breadfast Accelerate Digital Fulfilment Integration

Forecourt Retailers Expand Hybrid Formats as Value Focus Persists

Retailers Enhance Affordability and Digital Access to Meet Rising Expectations

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 27 - Analyst Insight for Convenience Retailers

On the Run and Circle K Strengthen Their Lead through Outlet Growth and Digital Upgrades

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Convenience Retailers

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Convenience Retailers

Chart 34 - Population 2020-2030

Chart 35 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Supermarkets in Egypt

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Supermarkets Summary

KEY INDUSTRY TRENDS

Chart 36 - Key Industry Trends for Supermarkets

INDUSTRY PERFORMANCE

Carrefour and Spinneys Expand into New Cities, Driving Network-Led Value Growth

Monoprix Enters through Partnership, Setting New Benchmarks for Premium Retail

Chart 37 - Monoprix Is Making Strides by Entering the Egyptian Market through a Partnership with Tmt, the Parent Company of Circle K Egypt

Oscar Supermarket Leverages Private Label Evolution to Build Loyalty and Value

Chart 38 - Oscar Supermarket Launches Expanded In-House "Oscar Select" Private Label Line

Chart 39 - Value Sales 2020-2030

WHAT'S NEXT?

Spinneys and Monoprix Target Secondary Cities to Capture New Shoppers

Carrefour Builds Loyalty with Affordable Essentials and Private Label

Oscar Supermarket Leverages Digital Tools to Drive Personalised Promotions

Chart 40 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Carrefour Accelerates Store Rollout While Spinneys Captures Growth in New Cities

Chart 41 - Analyst Insight for Supermarkets

Chart 42 - Company Shares 2025

Chart 43 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 44 - Economic Context for Supermarkets

Chart 45 - Real Gdp Growth 2020-2030

Chart 46 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 47 - Consumer Context for Supermarkets

Chart 48 - Population 2020-2030

Chart 49 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Hypermarkets in Egypt](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hypermarkets Summary

KEY INDUSTRY TRENDS

Chart 50 - Key Industry Trends for Hypermarkets

INDUSTRY PERFORMANCE

Carrefour'S Expansion and Value Innovation Boost Shopper Loyalty

Express Checkout and Digital Integration Reshape Store Experience

Chart 51 - Carrefour Egypt Introduces Express Checkout and Hybrid Store Formats to Enhance Shopping Experience

Carrefour'S Private Label Expansion Defends Value and Trust

Chart 52 - Carrefour Egypt Expands Private Label Ranges to Strengthen Value Positioning

Chart 53 - Value Sales 2020-2030

WHAT'S NEXT?

Lulu and Modon Deploy Digital-First Stores to Capture Regional Demand

Carrefour'S Private Label Strategy Secures Loyalty through Affordability

Chart 54 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Carrefour Expands beyond Major Cities to Defend Lead against Rising Competition

Chart 55 - Analyst Insight for Hypermarkets

Chart 56 - Company Shares 2025

Chart 57 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 58 - Economic Context for Hypermarkets

Chart 59 - Real Gdp Growth 2020-2030

Chart 60 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 61 - Consumer Context for Hypermarkets

Chart 62 - Population 2020-2030

Chart 63 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Discounters in Egypt](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Discounters Summary

KEY INDUSTRY TRENDS

Chart 64 - Key Industry Trends for Discounters

INDUSTRY PERFORMANCE

Majid Al Futtaim Expands Supeco, Driving Double-Digit Growth through Hybrid Appeal

Chart 65 - Majid Al Futtaim Expands Supeco Discount Format

Kazyon Accelerates Private Label Innovation to Build Loyalty and Margin Resilience

Chart 66 - Kazyon Strengthens Private Label Portfolio to Consolidate Leadership in Egypt

Chart 67 - Value Sales 2020-2030

WHAT'S NEXT?

Supeco Accelerates Local Format Roll-Out to Capture Value-Focused Shoppers

Kazyon Invests in Private Label and Local Sourcing to Drive Trust and Margin Control

Essentials-Driven Shopping and Digital Innovation Reshape Shopper Loyalty

Chart 68 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Kazyon Expands Network and Private Label Strengthens Lead

Chart 69 - Analyst Insight for Discounters

Chart 70 - Company Shares 2025

Chart 71 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 72 - Economic Context for Discounters

Chart 73 - Real Gdp Growth 2020-2030

Chart 74 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 75 - Consumer Context for Discounters

Chart 76 - Population 2020-2030

Chart 77 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Small Local Grocers in Egypt](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Small Local Grocers Summary

INDUSTRY PERFORMANCE

Shoppers Choose Convenience and Credit to Manage Rising Costs

Grocers Leverage Whatsapp and Pay-Day Offers to Sustain Loyalty

Chart 78 - Value Sales 2020-2030

WHAT'S NEXT?

Independent Grocers Harness Digital Tools and Supplier Partnerships to Preserve Neighbourhood Loyalty

Chart 79 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Independent Owners Retain Control as Consolidation Stalls

Chart 80 - Analyst Insight for Small Local Grocers

Chart 81 - Company Shares 2025

Chart 82 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 83 - Economic Context for Small Local Grocers

Chart 84 - Real Gdp Growth 2020-2030

Chart 85 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 86 - Consumer Context for Small Local Grocers

Chart 87 - Population 2020-2030

Chart 88 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[General Merchandise Stores in Egypt](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

General Merchandise Stores Summary

KEY INDUSTRY TRENDS

Chart 89 - Key Industry Trends for General Merchandise Stores

INDUSTRY PERFORMANCE

Raneen Expands Low-Cost Offering as Households Seek Value

Chart 90 - Raneen Strengthens Its Discount-Led Positioning

El Tawheed & El Nour Remodels Stores to Drive Efficiency and Relevance

Chart 91 - El Tawheed & El Nour Remodels Stores to Smaller, More Efficient Formats

Chart 92 - Value Sales 2020-2030

Chart 93 - Value Sales by Category 2025

WHAT'S NEXT?

Variety Stores Capture Value-Driven Shoppers as Department Stores Reinvent Themselves

Retailers Embrace Digital and Smaller Formats to Reconnect with Shoppers

Chart 94 - Forecast Value Sales 2020-2030

Chart 95 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Miniso'S Modern Approach Erodes El Tawheed & El Nour'S Dominance

Chart 96 - Analyst Insight for General Merchandise Stores

Chart 97 - Company Shares 2025

Chart 98 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 99 - Economic Context for General Merchandise Stores

Chart 100 - Real Gdp Growth 2020-2030

Chart 101 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 102 - Consumer Context for General Merchandise Stores

Chart 103 - Population 2020-2030

Chart 104 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Apparel and Footwear Specialists in Egypt](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Apparel and Footwear Specialists Summary

KEY INDUSTRY TRENDS

Chart 105 - Key Industry Trends for Apparel and Footwear Specialists

INDUSTRY PERFORMANCE

Lc Waikiki'S Omnichannel Push Maintains Shopper Engagement through Digital Innovation

Social Commerce and Influencer Partnerships Convert Engagement into Fashion Sales

Chart 106 - Local Fashion Brands Turn to Tiktok and Instagram Shopping to Boost Apparel Sales

Chart 107 - Lc Waikiki Strengthens Its Omnichannel Presence in Egypt

Local Fashion Brands Boost Relevance through Domestic Production and Ethical Positioning

Chart 108 - Value Sales 2020-2030

WHAT'S NEXT?

Retailers Adopt Compact Formats and Local Sourcing to Unlock Growth

Occasion-Driven and Modest Fashion Outpace Other Lines as Retailers Localise Assortments

Community-Focused Formats and Local Collaborations Reshape Retail Engagement

Chart 109 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Defacto Accelerates Expansion as Lc Waikiki Defends Dominance

Chart 110 - Analyst Insight for Apparel and Footwear Specialists

Chart 111 - Company Shares 2025

Chart 112 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 113 - Economic Context for Apparel and Footwear Specialists

Chart 114 - Real Gdp Growth 2020-2030

Chart 115 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 116 - Consumer Context for Apparel and Footwear Specialists

Chart 117 - Population 2020-2030

Chart 118 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Appliances and Electronics Specialists in Egypt

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Appliances and Electronics Specialists Summary

KEY INDUSTRY TRENDS

Chart 119 - Key Industry Trends for Appliances and Electronics Specialists

INDUSTRY PERFORMANCE

Samsung Egypt and B.Tech Drive Digital-Led Growth as Consumers Seek Value and Flexibility

B.Tech and Samsung Egypt Accelerate E-Commerce with Instant Credit and Trade-In Innovations

Chart 120 - Samsung Egypt Expands Its Online Store to Offer Customers More Convenience

Chart 121 - B.Tech Strengthens Its E-Commerce Platform and App to Capture Growing Online Demand

Refurbished Electronics Gain Traction as Shoppers Seek Affordability in a High-Inflation Environment

Chart 122 - Value Sales 2020-2030

WHAT'S NEXT?

Retailers Adopt Omnichannel and Flexible Payments to Secure Loyalty

Durability and Affordability Drive Demand for Long-Lasting Products

Chart 123 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

B.Tech Leverages an Omnichannel Strategy and Financing to Reinforce Lead

Chart 124 - Analyst Insight for Appliances and Electronics Specialists

Chart 125 - Company Shares 2025

Chart 126 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 127 - Economic Context for Appliances and Electronics Specialists

Chart 128 - Real Gdp Growth 2020-2030

Chart 129 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 130 - Consumer Context for Appliances and Electronics Specialists

Chart 131 - Population 2020-2030

Chart 132 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Home Products Specialists in Egypt

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Home Products Specialists Summary

KEY INDUSTRY TRENDS

Chart 133 - Key Industry Trends for Home Products Specialists

INDUSTRY PERFORMANCE

Homzmart Leverages Digital Tools to Drive Value-Led Purchasing

Chart 134 - Homzmart Strengthens Its Position as Egypt'S Leading Online Home Products Platform

Chart 135 - Ikea Egypt Introduces Ai-Powered Planning and Personalisation Tools to Enhance the Shopping Experience

Ikea and Homzmart Set the Pace with Ai-Powered Retail Experiences

Chart 136 - Value Sales 2020-2030

Chart 137 - Value Sales by Category 2025

WHAT'S NEXT?

Local Brands Outperform Imports as Residential Expansion Fuels Demand

Digital Catalogues and Flexible Delivery Boost Retailer Share of Spending

Chart 138 - Forecast Value Sales 2020-2030

Chart 139 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Ikea Expands Omnichannel Reach as Homzmart Accelerates Digital Growth

Chart 140 - Analyst Insight for Home Products Specialists

Chart 141 - Company Shares 2025

Chart 142 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 143 - Economic Context for Home Products Specialists

Chart 144 - Real Gdp Growth 2020-2030

Chart 145 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 146 - Consumer Context for Home Products Specialists

Chart 147 - Population 2020-2030

Chart 148 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Health and Beauty Specialists in Egypt

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Health and Beauty Specialists Summary

KEY INDUSTRY TRENDS

Chart 149 - Key Industry Trends for Health and Beauty Specialists

INDUSTRY PERFORMANCE

El Ezaby Pharmacy Leverages Ai and Private Label to Boost Loyalty and Value

Chart 150 - El Ezaby Pharmacy Implements Generative Ai "Ezbot" to Speed Consultation and Person

Influencer-Led Routines and Wellness Services Drive Premiumisation in Beauty and Skincare

Chart 151 - Value Sales 2020-2030

Chart 152 - Value Sales by Category 2025

WHAT'S NEXT?

Pharmacies Expand Digital Access and Redefine Wellness Delivery

Beauty Chains Target Affordability and Premiumisation to Attract Middle-Income Shoppers

Pharmacies Lead Fastest Growth as Wellness and Digital Integration Converge

Chart 153 - Forecast Value Sales 2020-2030

Chart 154 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

El Ezaby Expands Footprint and Digital Services to Reinforce Its Lead

Chart 155 - Analyst Insight for Health and Beauty Specialists

Chart 156 - El Ezaby Pharmacy Strengthens Its Private Label Portfolio

Chart 157 - Company Shares 2025

Chart 158 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 159 - Economic Context for Health and Beauty Specialists

Chart 160 - Real Gdp Growth 2020-2030

Chart 161 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 162 - Consumer Context for Health and Beauty Specialists

Chart 163 - Population 2020-2030

Chart 164 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Direct Selling in Egypt](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Direct Selling Summary

KEY INDUSTRY TRENDS

Chart 165 - Key Industry Trends for Direct Selling

INDUSTRY PERFORMANCE

Avon and Oriflame Lose Ground as Local Players Gain Relevance

Avon Adapts to Digital Selling as Face-To-Face Declines

Chart 166 - Avon Egypt Digitises Its Direct Selling Network through Social and E-Commerce Platforms

Chart 167 - Value Sales 2020-2030

Chart 168 - Value Sales by Category 2025

WHAT'S NEXT?

Entrepreneurial Sellers Shift to Digital-First Personal Brands

Health and Beauty Sellers Retain Scale as Local Brands Gain

Digital Migration and Cash-Based Sales Drive Lasting Change

Chart 169 - Forecast Value Sales 2020-2030

Chart 170 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Avon Adapts Digitally as Horizon Targets Younger Sellers

Chart 171 - Analyst Insight for Direct Selling

Chart 172 - Company Shares 2025

Chart 173 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 174 - Economic Context for Direct Selling

Chart 175 - Real Gdp Growth 2020-2030

Chart 176 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 177 - Consumer Context for Direct Selling

Chart 178 - Population 2020-2030

Chart 179 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail E-Commerce in Egypt](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail E-Commerce Summary

KEY INDUSTRY TRENDS

Chart 180 - Key Industry Trends for Retail E-Commerce

INDUSTRY PERFORMANCE

Jumia and Talabat Mart Investments Anchor Nationwide Growth in Online Shopping

Talabat Mart Fulfilment Hub Accelerates Delivery and Boosts Loyalty

Chart 181 - Talabat Mart Opens the Region'S Largest E-Commerce Fulfilment Hub in Cairo

Jumia Leverages Tiktok Integration to Drive Impulse Buying and Sme Visibility

Chart 182 - Jumia Egypt Leverages Tiktok and Instagram to Drive Social Commerce

Chart 183 - Value Sales 2020-2030

Chart 184 - Value Sales by Category 2025

WHAT'S NEXT?

Fintech Partnerships Expand Payment Options and Drive Loyalty

Social Commerce Platforms Capture New Audiences with Influencer Selling

Chart 185 - Forecast Value Sales 2020-2030

Chart 186 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Amazon Egypt Invests in Fulfilment and Outpaces Rivals with Prime Loyalty

Chart 187 - Analyst Insight for Retail E-Commerce

Noon Accelerates with Local Partnerships and Value-Driven Promotions

Chart 188 - Company Shares 2025

Chart 189 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 190 - Economic Context for Retail E-Commerce

Chart 191 - Real Gdp Growth 2020-2030

Chart 192 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 193 - Consumer Context for Retail E-Commerce

Chart 194 - Population 2020-2030

Chart 195 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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