



Euromonitor
International

Booking in Egypt

September 2025

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Booking in Egypt - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Steady category growth in the past period

Booking.com continues to lead the travel intermediaries market

PROSPECTS AND OPPORTUNITIES

Mobile-first platforms and social commerce will fuel growth

Competitive innovation will remain a key driver

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DISCLAIMER

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