

# Supermarkets in Egypt

March 2024

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## Supermarkets in Egypt - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

The government's new "We Are All One" initiative aims to boost supermarkets

Mini Metro introduces new "Fast to Freshness" technique in supermarkets

Supermarkets remain a significant presence in grocery retailing

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Gourmet is on a journey

Asian supermarkets to continue to penetrate the landscape

Egypt's Rabbit grocery delivery start-up stimulates new bulk business

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What next for retail?

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Informal retail

Opening hours for physical retail

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Seasonality

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