



# Small Local Grocers in Egypt

March 2024

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## Small Local Grocers in Egypt - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Small local grocers continue to dominate the landscape and value sales  
Grocery retail remains fragmented and underdeveloped but offers high growth potential  
WhatsApp emerges as a key social commerce and communication tool

#### PROSPECTS AND OPPORTUNITIES

Small local grocers face increasing competition from evolving and innovative supermarkets  
Small local grocers look to develop modern business methods  
Research indicates that consumers still depend on local corner shops

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E-commerce continues to see development and growth  
What next for retail?

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Seasonality  
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