



Appliances and Electronics Specialists in Egypt

April 2025

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Appliances and Electronics Specialists in Egypt - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Retailers experience growth despite economic and pricing pressures
Regulatory reforms reshape pricing practices and promote competition
B.TECH strengthens market position through experiential retail and partnerships

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Digital adoption and smart infrastructure to drive growth
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Intensified competition from global and regional players

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E-commerce gains ground through digital innovation and convenience
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Informal retail
Opening hours for physical retail
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