



Home Products Specialists in Egypt

April 2025

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Home Products Specialists in Egypt - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Local markets gain traction as consumers seek affordable homeware
Oriental Weavers leads with cultural appeal and sustainable innovation
Pet products segment expands as pet ownership rises

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Home product retailers to diversify offerings amid changing lifestyles
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Premium retailers embrace experiential design to deepen engagement

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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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