



Euromonitor
International

Direct Selling in Egypt

June 2026

Table of Contents

[Direct Selling in Egypt - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Direct Selling Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Direct Selling

INDUSTRY PERFORMANCE

Avon and Oriflame Lose Ground as Local Players Gain Relevance

Avon Adapts to Digital Selling as Face-To-Face Declines

Chart 2 - Avon Egypt Digitises Its Direct Selling Network through Social and E-Commerce Platforms

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Entrepreneurial Sellers Shift to Digital-First Personal Brands

Health and Beauty Sellers Retain Scale as Local Brands Gain

Digital Migration and Cash-Based Sales Drive Lasting Change

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Avon Adapts Digitally as Horizon Targets Younger Sellers

Chart 7 - Analyst Insight for Direct Selling

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Direct Selling

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Direct Selling

Chart 14 - Population 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Egypt - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Supeco Accelerates Discount Expansion as Value-First Mindset Deepens

Discounters and Small Local Grocers Lead as Affordability Drives Choices

Majid Al Futtaim Expands Supeco to Capture Price-Sensitive Demand

Chart 17 - Supeco, a Brand by Majid Al Futtaim, Is Expanding Its Discount Grocery Format throughout Egypt

Chart 18 - El Ezaby Pharmacy Has Launched Egypt's First Drive-Thru Pharmacy, Revolutionising the Concept of Convenience in Healthcare

Chart 19 - Value Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Carrefour and Spinneys Drive Expansion beyond Cairo to Unlock New Growth

Lifestyle Malls and Mixed-Use Projects Shift Focus to Experience and Aspiration

Chart 21 - Locally, a Concept Store That Carries Local Brands

Fintech and Ai Partnerships Redefine Affordability and Deepen Digital Adoption

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Majid Al Futtaim and E-Commerce Leaders Stabilise Hierarchy as New Concepts Emerge

Chart 24 - Analyst Insight for Retail

Chart 25 - Oriental?Weavers "Haptech" Concept Store

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 28 - Standard Opening Hours by Channel Type 2025

Seasonality

Holy Month of Ramadan

Eid al-Fitr and Eid al-Adha

Christmas Break

Back-to-School

Mother's Day

Valentine's Day

Black Friday

ECONOMIC CONTEXT

Chart 29 - Economic Context for Retail

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Retail

Chart 33 - Population 2020-2030

Chart 34 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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