

Online shopping market data in Egypt 2022



THINK TANK EGYPT
— CONSULTING FIRM —



Online shopping market data in Egypt

E- Commerce Indicators:

- Population: 102 million
- Mobile line: 98.29 million
- Smart phone: 39.7 million
- Debt cards: 19.036 million
- Credit cards: 3.862 million

Mobile & internet transaction:

- Active mobile money accounts: 2.631 million
- Mobile money transactions: 115.77 million
- Social media users: 51.5 million
- Facebook users: 44.4 million
- Tiktok: 20 million
- Instagram: 18.6 million

Market:

- Shopping online: 41.36 million people
- Market size: \$ 8 billion in 2021- \$ 13 billion 2025 Note seen market
- Average spending: \$ 79
- Share by sector: Electronic 26%- fashion 21%- food & personal care 21%- toys& hobby 19%- furniture & home appliance 12%



Spending by category:

- Fashion & beauty: \$ 762 million
- Electronics: \$ 885.1 million
- Food & personal care: \$ 588.7 million
- Furniture & appliance: \$ 417 million

Growth by category:

- Fashion & beauty: 62.8%
- Electronics: 26%
- Food & personal care: 94.8%
- Furniture & appliance: 62.1%

Online platforms:

- Websites: 61.8%
- Social media pages: 23.8%
- Mobile applications: 14.4%

Payment:

- Cash: 55%
- Cards: 27%
- E-wallet: 9%
- Banking online: 9%



Study process:

1. E-commerce SWOT analysis
2. Executive summary
3. Service description
4. Technology considerations
5. Service marketplace
6. Marketing strategy
7. Operation
8. Financial projections
9. Findings and recommendations