



# Digital Transformation in Retail Sector: Implications for North African Economies – A Focus on Egypt 2001

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## Abstract

Digital transformation in retail sectors across North Africa has been a topic of increasing interest, particularly as it impacts economic growth and employment opportunities. The focus on Egypt's retail sector provides insights into how digital strategies can be effectively implemented to enhance market competitiveness. The research employs a qualitative approach, analysing data from interviews with industry experts, surveys of retail businesses, and secondary sources such as government reports and academic literature to provide a comprehensive understanding of the digital transformation landscape in Egypt's retail sector. A notable finding is the significant increase in e-commerce sales among smaller retailers, indicating that digital strategies are more accessible and effective for this segment compared to larger enterprises. The findings suggest that while digital transformation offers substantial benefits, there is a need for tailored support programmes specifically designed to address the unique challenges faced by small retail businesses. Policy recommendations include fostering an environment conducive to innovation through incentives and partnerships between government entities and private sector stakeholders. Additionally, targeted training programmes should be developed to equip smaller retailers with digital skills necessary for successful integration into the digital economy.

**Keywords:** *Digital Transformation, North Africa, Geographic Information Systems, Supply Chain Management, Market Access, Consumer Behaviour Analysis, e-Commerce Development*

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