

## GMG achieves record growth in Egypt as multi-brand retail portfolio expands

- *GMG triples its retail footprint in Egypt since its 2021 market entry.*
- *Successfully debuts JD Sports, marking a new era in Egyptian sports retail.*
- *Global retail conglomerate announces ambitious expansion plans across seven key cities.*

**Cairo, Egypt, December 16, 2024:** [GMG](#), a global retail conglomerate, today announced significant growth in its Egyptian operations throughout 2024, marked by strategic retail expansion and the successful introduction of premium international brands to the market.

In a landmark development, GMG launched Egypt's first JD Sports store at the prestigious Cairo Festival City Mall in July 2024, introducing one of Britain's most beloved sports fashion retailers to the Egyptian market. This opening represents the first of approximately 50 JD Sports stores planned across the region under GMG's exclusive 10-year franchise agreement.

Building on its strong market presence established since its 2021 Egyptian market entry, GMG currently operates close to 30 stores across flagship brands, including Nike, Sun & Sand Sports, and Dropkick. It has ambitious plans to further grow its current portfolio, as well as introduce new brands.

**Imad El Ghazal, Senior Vice President – Geographies & Marketplace at GMG**, said: "Egypt's retail sector presents unprecedented opportunities, driven by a young, digitally savvy population and robust economic growth. Our success in tripling our retail footprint since entering the market in 2021 reflects both the strength of our brand portfolio and the increasing sophistication of Egyptian consumers. The enthusiastic response to our JD Sports' launch further validates our investment in bringing world-class retail experiences to the Egyptian market."

GMG has established significant partnerships to support its growth in Egypt. From major real estate developers to mall management companies, these strategic partnerships have been instrumental in solidifying GMG's position in the North African market.

The company's expansion aligns with Egypt's flourishing retail sector, which Kearney [projects](#) will grow to \$254 billion by 2025, with e-commerce expected to reach \$13.2 billion in the same period. In response to this digital transformation, GMG has announced plans to launch a comprehensive e-commerce platform tailored to Egyptian consumers within the next two years.

Looking ahead, GMG has unveiled an ambitious expansion strategy across key destinations, including Cairo, Alexandria, and Mansoura as well as premium tourist destinations, such as Sharm El Sheikh and Hurghada. This expansion will be supported by significant investments in digital infrastructure and customer experience enhancement across all retail brands.

"As we continue to expand our footprint across Egypt, we remain committed to contributing to the country's retail sector development while creating over 1,000 new job opportunities for Egyptian youth,"

added El Ghazal. "Our growth trajectory reflects our confidence in Egypt's economic future and its position as a key market in our global portfolio."

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**About GMG**

GMG is a global well-being company retailing, distributing, and manufacturing a portfolio of leading international and home-grown brands across sports, everyday goods, health and beauty, properties, and logistics sectors. Its vision is to inspire people to win in ways that make the world better. GMG's investments span across six key verticals: GMG Sports, GMG Everyday Goods, GMG Health and Beauty, GMG Properties, GMG Logistics, and GMG Home.

In line with its 'farm-to-fork' vision, GMG covers the entire food consumption chain with its state-of-the-art food manufacturing facilities, expanding food retail network, and distribution of popular international brands. The company entered the food retail industry by acquiring Géant operations in April 2022. In February 2023, GMG acquired aswaaq LLC, including its companies operating in retail, trading, and properties, positioning the group as one of the UAE's largest community mall operators.

Under the ownership and management of the Baker family for over 47 years, GMG is a valued partner of choice for the world's most successful and respected brands in the well-being sector. Working across the Middle East, North Africa, and Asia, GMG has introduced more than 120 brands across 15 countries. These include notable home-grown brands such as Sun & Sand Sports, Dropkick, Supercare Pharmacy, Farm Fresh, Klassic, and international brands like Nike, Columbia, Converse, Timberland, Vans, Mama Sita's, and McCain.

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