**Samakaya competitors**

|  |  |  |
| --- | --- | --- |
| Website link | Pros | Cons |
| https://seafoodfactory.com/ | 1. Unique Digital Ecosystem for Seafood Supply  Seafood Factory presents itself as Egypt’s first aqua-foodtech platform, aiming to streamline the entire seafood supply chain—from producers and fishermen to B2B and B2C.  This approach promises increased transparency, efficiency, and direct access to fresh, quality seafood products.  2. Wide Range of Product Categories  The website offers a broad selection: raw salmon, smoked fish, shrimps, wild-caught fish, fillets, "Asian Corner", jars and canned goods, ready-to-eat and ready-to-cook items, sauces and oils—and even wholesale options .  This diversity caters to both home cooks and commercial buyers.  3. Convenient Logistics & Accessibility  • Fast Delivery: They emphasize “from Sea to Shelf” delivery across Cairo, Alexandria, and the North Coast.  • Easy Returns: Support for hassle-free returns and exchanges within 14 days.  • Flexible Payments: Customers can pay online, cash on delivery, or via Visa at checkout.  • B2B Benefits: Special business pricing and exclusive deals for wholesale.  4. Emphasis on Freshness & Quality  They source from Egyptian waters and import premium seafood to ensure consistency, variety, and freshness year-round.  Positive customer reviews reinforce this, with comments like “SO Fresh”, “Amazing and very fresh”, and praise for competitive pricing.  5. Professional Ambition & Innovation  The platform’s backstory highlights its mission to offer a seamless e-commerce experience through a mobile app, aspiring to become the “IKEA of Seafood” globally—meaning standardized, high-quality offerings with convenient accessmint. | 1. Coverage Constraints  Though delivery spans major areas like Cairo, Alexandria, and the North Coast, availability in other regions might be limited or unclearSeafood Factory.  2. Dependence on Delivery Schedule  There’s a noted repetitive statement—“Delivering to Alexandria Every Tuesday”—suggesting deliveries might be on a weekly schedule, potentially limiting flexibility for customers.  3. Perceptions Around Promotions  One customer review commented: “Wow, from 699 to 694, what a joke. You call this a discount” .  This suggests that customers may perceive some discounts as minimal or cosmetic, which could impact trust in pricing transparency.  4. Web Platform Usability & Transparency  • While the site provides product display and cart functions, there’s limited visible information about:  • Delivery fees or minimum order thresholds.  • Estimated delivery times for regions (beyond scheduling hints).  • Clear order tracking or customer service support.  The platform may rely heavily on protection, which can sometimes complicate user navigation and accessibility.  5. Limited Independent Reviews or External Validation  My search did not reveal independent evaluations or reviews (such as from tech analysts or third-party review sites). Much of the information comes directly from the company’s own site or affiliated incubator.  This makes objective assessment of service reliability, product quality, and customer support more challenging. |
| https://www.seasaltfish.com | **1. Clear and Appealing Positioning** • Their tagline **“Perfectly Portioned, Conveniently Packaged, Delivered to Your Door. Finally, seafood made easy!”** immediately communicates their core offering—an online fishmonger service focused on convenience and quality.  • They highlight expertise across categories including **sushi**, **seafood**, **imported items**, and **catering services**.  **2. Broad and Versatile Product Offering** • Menus span multiple categories—from **sushi rolls** (nigiri, sashimi, poké, sushi burritos, platters, don bowls) to **fillets, shellfish, whole fish**, and even niche offerings like **bottarga** and **M'OISHÎ** (a Japanese delicacy).  • They also offer an array of extras: gift vouchers, catering, and a newsletter subscription.  **3. Professional Presentation & Accessibility** • A polished, well-organized website layout with a clear navigation menu enhances usability and aesthetics.  • Business hours are clearly stated (10 AM–10 PM daily), along with contact information (+20-12-0333-3431, info@seasaltfish.com).  **4. Local Engagement** • SeaSalt Seafood has a Facebook presence in Cairo with praise like "Hand-filleted by our skilled fishmongers, artisanal and fresh. Available today. A taste of the Med., at its best."  • Their Facebook page mentions: **“Perfectly Portioned. Conveniently packaged. Delivered directly to your door.”** reinforcing their value proposition. | 1. Limited External Reviews and Feedback  • There’s a scarcity of independent or peer-reviewed testimonials or professional reviews about the service—either for quality, taste, reliability, or overall satisfaction.  • Without these, it’s challenging to gauge real-world performance or customer sentiment.  2. Unclear Delivery & Packaging Details  • The site lacks in-depth information on their shipping process—whether items arrive fresh, frozen, how packaging ensures freshness, or how quickly deliveries are made.  • Research on online fishmongers highlights that delivery specifics—like using dry ice or next-day shipping—can make or break customer experience.  3. No Visible Sustainability or Sourcing Information  • There's no mention of sustainable sourcing, certifications, or the origin of their products.  • As consumers increasingly value sustainability and transparency, not addressing these may be a significant oversight.  4. Unavailability of Third-party Quality Validation  • Unlike well-known online seafood services that are regularly tested by publications (e.g., Good Housekeeping or Bon Appétit), Seasalt isn’t featured in such reviews.  • This lack of external validation may make cautious buyers hesitant. |
| https://www.salmonhouse-eg.com/ | 1. Rich Product Offerings  • The site features a wide array of seafood options—not only various cuts and preparations of salmon (fresh, smoked, sashimi, teriyaki, breaded, burgers, nuggets, sausages), but also shrimp products and more.  2. Attractive Promotional Deals  • Several products are listed as “On Sale,” showing regular and discounted prices. This helps users spot deals quickly.  3. Educational & Engaging Content  • The site includes recipe sections (“From The Kitchen To You”) with prepared recipes like “Low Carb Creamy Garlic Shrimp” and “Mexican Shrimp Cocktail” Salmon House.  • A “Why Is It Good for Me?” section provides a quick health benefit context for salmon, noting its heart-health and weight-loss properties.  4. Local Convenience & Service Clarity  • Offers delivery across Cairo and Giza with a specific fee (50 EGP) and a clear 48-hour fulfillment window.  5. Social Proof & Testimonials  • Customer testimonials, such as:  • “My absolute favorite salmon brand in Egypt” — Zeina El Fakahany  • “Best Quality, price and delivery” — Nermen Morgan.  6. Clean & Organized Navigation  • A clear, structured menu with categories like Home, Products (divided into Smoked, Fresh, Reef), Promotions, Recipes, FAQs, Policies, etc.  • Navigation appears intuitive and user-friendly.  7. Credible Presentation  • The site seems professionally run, noting 2025 and powered by Shopify, which is a trusted e-commerce provider.  Contact information is clearly available: phone number, email, office location in Heliopolis | 1. Outdated Recipe Content  • The “From The Kitchen To You” recipe posts date back to 2020 (e.g., September 25, 2020), which suggests infrequent content updates.  2. Limited Transparency Around Delivery  • Delivery is mentioned to take up to 48 hours, but details like cutoff times, real-time tracking, or same-day delivery aren’t evident.  3. Unclear Customer Review Presence  • While testimonials are displayed on the homepage, there’s no indication whether there are user-submitted reviews or ratings elsewhere.  4. No Live Stock or Availability Info  • The site doesn’t appear to show real-time stock levels or alerts for sold-out items, which could lead to customer frustration.  5. Missing Advanced Features  • No evident user account features beyond “Log in” / “Create account” — the presence of saved favorites, order history, or personalized recommendations is unclear.  6. Minimal Transparency on Shipping Costs or Policies  • Apart from the flat delivery fee of 50 EGP, there’s no breakdown of shipping policy details, potential surcharges, or packaging information visible. |
| https://bocsha.com/ | 1. High-Quality, Fresh Seafood Delivered  Bocsha specializes in freshly caught wild fish, which are blast frozen and vacuum-sealed to maintain freshness and quality.  Each order is packed with temperature control packs in insulated boxes, ensuring optimal condition upon delivery.  2. Convenient Product Range & Meal Options  • Offers a variety of products including raw fish/seafood, ready-to-fry, ready-for-oven meals, and smoked items.  • The “Easy-Pick | Ready for Oven” collection provides gourmet recipes like Egyptian Sayadeya, Cream & Garlic, “The Fisherman Mix,” and Bocsha’s own “Original”.  • The “Ready to Fry” range lets you create restaurant-quality fried fish at home with just a few simple steps.  3. Multiple Sales Channels  Beyond the website, Bocsha operates seafood and burger trucks in New Cairo and Nasr City, blending online and in-person access.  4. Strong Local Presence  Their Instagram page confirms delivery services in Cairo & Giza, with a production facility based in New Cairo’s industrial area. | 1. Limited Public Customer Feedback  There’s very little customer feedback available directly on the site. One external review platform, elmenus, seems to indicate a complaint: “No sauces on the sandwiches!!!” elmenus. On Talabat, Bocsha registers a 4.0 rating over 415 reviews—but detailed comments aren’t provided Talabat.  2. Product Availability and Stock  Some popular items appear as “Sold Out” on the site (e.g., certain shrimps and smoked salmon), suggesting occasional stock shortages. This may lead to disappointment for customers looking for specific products.  3. Geographic Reach May Be Limited  While they serve New Cairo and Nasr City—and seem to be available through food delivery services in several areas—availability beyond these areas isn’t certain. If you're elsewhere in Egypt, delivery may not be feasible.  4. Potential Pricing Concerns  Although they emphasize premium quality, their offerings—such as Norwegian salmon fillets (~LE 1,762.50 for a whole side) and imported shrimp (~LE 700–800 per 500g)—could be considered on the pricey side for budget-conscious customers.  5. Navigation and Payment Flow (Unverified)  There's no direct information on user experience for ordering or payment success rates. Although they have a Facebook post from 2020 explaining how to order Facebook, it's unclear if that accurately reflects the current user interface—this could be a potential usability gap. |
| https://pescado-store.com/ | • Local Delivery Focus  • Delivery is available specifically to Cairo and Giza, which is convenient and regionally relevant.  • Product Variety  • Offers a broad range of seafood—frozen fillets, mussels, soups, and more—catering to diverse tastes.  • Contact Transparency  • Provides physical location (“Al-Obour Industrial Zone, Cairo, Egypt”), phone numbers, and email—features that typically signal credibility. | • Potential Trust Issues  • A discussion on Reddit describes a “pescado-store.com” site as suspicious. Users flagged issues like suspicious “About us” text, inconsistent contact details, and company claims that contradict website behavior, suggesting potential scam activity.  • One comment summarized: “They don’t have a valid address … They sell way too wide an assortment of things for an operation their size.  • Unverified Reputation  • No reviews or ratings found on platforms like Trustpilot or other trusted consumer forums. For local seafood stores, absence of user feedback may signal limited transparency or unknown brand reputation.  • Limited External Validation  • I didn't find reviews, articles, or news coverage validating their quality or service. Without external affirmation, it's hard to assess consistency or customer satisfaction. |
| https://www.fishfreshstore.com/en | 1. Clear Product Organization & Local Currency  • The site offers a well-structured layout with distinct categories like Fish, Crustaceans, Mollusks, Appetizers, and Salted Fish—making it easy to browse specific types of seafood. fishfreshstore.com  • Prices are displayed in Egyptian Pounds (EGP), which is helpful if you're in Egypt—no currency conversion needed.  2. Emphasis on Freshness & Quality  • The "Fish" section highlights that marine fish are “wrapped and cleaned immediately after being caught,” suggesting a focus on freshness and prepped readiness.  • Recent product listings show a variety—e.g., "octopus 300 EGP", "red shrimp 480 EGP", "red porgy 150 EGP"—including sold-out items, which suggests turnover in stock and potentially freshness.  3. Active Social Media Presence  • The site includes visible links to Facebook, Instagram, WhatsApp, and TikTok, which can offer dynamic updates, promotions, and direct messaging for customer support. | 1. Lack of Customer Reviews & Transparency  • There’s no customer feedback, ratings, or review section (testimonials, Trustpilot links, or similar). This makes it difficult to gauge service reliability, delivery quality, or product satisfaction.  2. Unclear Shipping & Delivery Information  • The website doesn’t appear to provide details about delivery methods, timelines, areas served, shipping costs, or packaging standards—crucial for perishable items like seafood.  3. Limited Brand Visibility Beyond the Site  • A search for "fishfreshstore.com reviews" returned no results—indicating minimal or no presence on review platforms or third-party sites. This leaves users without external validation or customer experiences to rely on.  4. Product Availability Is Inconsistent  • Several items shown (e.g., Pagrus pagrus, scomberomorous, Atlantic horse fish) are marked "Sold out." If stock frequently runs out without expected restocking, it could frustrate frequent buyers. |