

## **Consumer Electronics in Egypt**

Market Direction | 2022-08-08 | 82 pages | Euromonitor

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### **Report description:**

The Egyptian economy is facing several challenges that are shaping the sales of consumer electronics. For example, due to the Russian invasion of Ukraine earlier this year, the Federal Reserve System (the central banking system of America) increased the interest rate and a foreign capital outflow of \$3 billion left the Egyptian foreign reserve. In addition, the war hiked the prices of grains and fuel oil, which is heavily impacting food prices, especially since Egypt is the top importer of wheat...

Euromonitor International's Consumer Electronics in Egypt report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

#### **Why buy this report?**

- \* Get a detailed picture of the Consumer Electronics market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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#### **2022 DEVELOPMENTS**

Laptop volume sales contract due to high prices and former consumers investments during the pandemic

Desktop sales volumes shrink as consumers increasingly replace them with laptops

Tablets, monitors, and printers also witness declines due to competition with smartphones, market saturation, and rising inflation

#### **PROSPECTS AND OPPORTUNITIES**

Laptops to maintain volume growth as consumers value affordability and portability

Economic difficulties to lead to growth in e-commerce as well as buy-now-pay-later schemes

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In-car navigation systems continue to lose more market share

Consolidated category with consumers continuing to prefer known brands

#### PROSPECTS AND OPPORTUNITIES

Demand for in-car entertainment will continue to be supported by in-dash media players despite lingering financial concerns

In-car navigation set to increasingly be replaced by smartphone apps

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## HOME AUDIO AND CINEMA IN EGYPT

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#### 2022 DEVELOPMENTS

Home cinema and speaker systems sees a volume drop after a successful 2021

Premium brands lead as affordable lesser-known brands aren't trusted to provide high enough quality for Egyptian consumers

Physical stores remain the core channel for sales of audio and cinema systems.

#### PROSPECTS AND OPPORTUNITIES

Home theatre and speaker systems to continue growing with consumers prioritising quality and after-sales services over price

Most product categories to remain desired by a very niche consumer base

Digital media player docks to see reduced prices as retailers strive to sell off stock

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Digital cameras continues its volume decline as consumers increasingly use smartphones to take quality photos

Sales volume for digital camcorders returns to decline due to rising prices and limited tourism activities

Canon holds overall leadership despite major loss of share in digital camcorders

### PROSPECTS AND OPPORTUNITIES

Digital cameras set to continue declining as quality cameras on smartphones reduce the need for specific imaging devices

E-commerce expected to contribute more to sales of digital cameras

Rate of decline to slow for digital camcorders and can even reverse if travelling and tourism activities regain their momentum.

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JBL is the leading brand in wireless speakers whilst ?others? shrinks under impact of new legislation

E-commerce is gaining share though appliances and electronics specialists remain the preferred channel

##### PROSPECTS AND OPPORTUNITIES

Strong positive prospects from wireless speakers thanks to their connectivity and convenience

Younger generations to return to using wireless speakers outside of the home

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