

## **Mobile Phones in Egypt**

Market Direction | 2022-08-08 | 20 pages | Euromonitor

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### **Report description:**

Smartphones witnessed double-digit sales value growth in 2020 and 2021 despite the value of imported smartphones dropping in 2021. Volumes sales also saw growth in these years. Shipment shortages, lower production capacities from parent companies, raw materials shortages, and hiking prices were the main factors negatively impacting smartphones imports in this year. As such, a major portion of pandemic-year sales were from older models imported in 2020. In 2022, the sales volume of smartphones is...

Euromonitor International's Mobile Phones 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: Feature Phones, Smartphones.

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

Why buy this report?

- \* Get a detailed picture of the Mobile Phones 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 reliable information resources to help drive informed strategic planning.

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Euromonitor International  
August 2022

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##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Smartphones sales volume to see declines due to rising prices and reducing consumer purchasing power

Major international players monopolise smartphone shares whilst feature phone brand Hope sees declining sales due to low quality

End of collection documents for imports further impacts costs; players partner with Valu to offer flexible payment solutions

##### PROSPECTS AND OPPORTUNITIES

Year-on-year growth expected for smartphones as the number of mobile internet users continue to rise

Local production of smartphones is expected to increase as players strive to avoid customs tax and higher prices

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