

Food Preparation Appliances in Egypt

Market Direction | 2022-12-13 | 37 pages | Euromonitor

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Report description:

Since the onset of the pandemic in 2022, consumers in Egypt have adopted two main habits: healthy eating and at-home cooking. Although the pandemic has largely come to an end, the health-consciousness brought about by the pandemic is lingering and consumers are continuing to prioritise their health. They are also continuing to cook more at home given their diminishing disposable incomes and the high prices of foodservice. As such, they are experimenting more with their own food preparation and b...

Euromonitor International's Food Preparation Appliances in Egypt report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, 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, format trends or distribution issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Blenders, Food Processors, Juice Extractors, Mixers, Other Food Preparation Appliances.

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

Why buy this report?

- * Get a detailed picture of the Food Preparation Appliances 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.

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Food preparation appliances will maintain a positive volume growth rate thanks to continue at-home cooking habits

Prices increase with inflation, benefitting sales of local brands in blenders and hand mixers

International brands remain dominant, but local players are gaining traction due to their competitive pricing

PROSPECTS AND OPPORTUNITIES

Robust demand anticipated thanks to continuing at-home cooking trend

E-commerce will continue to grow in importance for smaller size food appliances

Interest in juice extractors will remain limited to younger, more health-conscious consumers

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