

Large Cooking Appliances in Egypt

Market Direction | 2022-12-13 | 41 pages | Euromonitor

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Report description:

Large cooking appliances will remain one of the categories that is least affected by the economic uncertainties of 2022. The average increase in price is around 7-10%; in comparison other major appliances witnessed a 15-25% price increase. The reason for this is that the percentage of the local manufacturing components in the large cooking appliances is 90-100%. As such, this category will see significantly less impact from the high freight and materials costs. Furthermore, the proportion of dom...

Euromonitor International's Large Cooking 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: Built-in Hobs, Built-in Large Cooking Appliances, Cooker Hoods, Cookers, Freestanding Large Cooking Appliances, Ovens, Range Cookers.

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

Why buy this report?

- * Get a detailed picture of the Large Cooking 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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2022 DEVELOPMENTS

High proportion of domestic manufacturing keeps price hikes lower than in many other consumer appliances categories

Built-in and freestanding Hoods continue to show positive sales volume while the latter is witnessing weaker positive sales

Universal Group's woes continue as it slips into third place

PROSPECTS AND OPPORTUNITIES

Digital marketing and e-commerce to be key tools for further market penetration

Volume sales growth rate to increase thanks to population growth and stabilisation of the Egyptian economy

Dominance of gas cookers will deepen thanks to long-standing popularity

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