

Microwaves in Egypt

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Microwaves have been hit by a remarkable increase in prices in 2022 due to the high inflation rate and high costs of importing goods and raw materials. In addition, there is a limited amount of local manufacturing of this product in Egypt (typically 15-20%), meaning that producers are not subject to the same import tariff deductions as in other consumer appliances categories. Nevertheless, many average households in Egypt are continuing to invest in cooking appliances in 2022 given the rise of t...

Euromonitor International's Microwaves 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 Microwaves, Freestanding Microwaves.

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

Why buy this report?

- * Get a detailed picture of the Microwaves 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott-international.com

www.scott-international.com

Table of Contents:

Microwaves in Egypt
Euromonitor International
December 2022

List Of Contents And Tables

MICROWAVES IN EGYPT

KEY DATA FINDINGS

2022 DEVELOPMENTS

Microwaves sales volume maintained its positive sales volume despite the increased average price

Local brands continue to gain share at the expense of global brands

Built-in microwaves returns to its volume decline, keeping freestanding models as the vastly dominant category

PROSPECTS AND OPPORTUNITIES

With convenience remaining important to busy urban consumers, demand for microwaves will remain robust

Microwaves to continue showing strong e-commerce sales

With electricity prices rising, energy-efficient inverter technology will become more popular

CATEGORY DATA

Table 1 Sales of Microwaves by Category: Volume 2017-2022

Table 2 Sales of Microwaves by Category: Value 2017-2022

Table 3 Sales of Microwaves by Category: % Volume Growth 2017-2022

Table 4 Sales of Microwaves by Category: % Value Growth 2017-2022

Table 5 Sales of Microwaves by Connected Appliances: % Volume 2018-2022

Table 6 NBO Company Shares of Microwaves: % Volume 2018-2022

Table 7 LBN Brand Shares of Microwaves: % Volume 2019-2022

Table 8 Distribution of Microwaves by Format: % Volume 2017-2022

Table 9 Forecast Sales of Microwaves by Category: Volume 2022-2027

Table 10 □Forecast Sales of Microwaves by Category: Value 2022-2027

Table 11 □Forecast Sales of Microwaves by Category: % Volume Growth 2022-2027

Table 12 □Forecast Sales of Microwaves by Category: % Value Growth 2022-2027

CONSUMER APPLIANCES IN EGYPT

EXECUTIVE SUMMARY

Consumer appliances in 2022: The big picture

2022 Trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 13 Household Penetration of Selected Total Stock Consumer Appliances by Category 2017-2022

Table 14 Replacement Cycles of Consumer Appliances by Category 2017-2022

Table 15 Forecast Household Penetration of Selected Total Stock Consumer Appliances by Category 2022-2027

Table 16 Forecast Replacement Cycles of Consumer Appliances by Category 2022-2027

MARKET DATA

Table 17 Sales of Consumer Appliances by Category: Volume 2017-2022

Table 18 Sales of Consumer Appliances by Category: Value 2017-2022

Table 19 Sales of Consumer Appliances by Category: % Volume Growth 2017-2022

Table 20 Sales of Consumer Appliances by Category: % Value Growth 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- Table 21 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2017-2022
- Table 22 □Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2017-2022
- Table 23 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2017-2022
- Table 24 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2017-2022
- Table 25 □Sales of Small Appliances by Category: Volume 2017-2022
- Table 26 □Sales of Small Appliances by Category: Value 2017-2022
- Table 27 □Sales of Small Appliances by Category: % Volume Growth 2017-2022
- Table 28 □Sales of Small Appliances by Category: % Value Growth 2017-2022
- Table 29 □NBO Company Shares of Major Appliances: % Volume 2018-2022
- Table 30 □LBN Brand Shares of Major Appliances: % Volume 2019-2022
- Table 31 □NBO Company Shares of Small Appliances: % Volume 2018-2022
- Table 32 □LBN Brand Shares of Small Appliances: % Volume 2019-2022
- Table 33 □Distribution of Major Appliances by Format: % Volume 2017-2022
- Table 34 □Distribution of Small Appliances by Format: % Volume 2017-2022
- Table 35 □Forecast Sales of Consumer Appliances by Category: Volume 2022-2027
- Table 36 □Forecast Sales of Consumer Appliances by Category: Value 2022-2027
- Table 37 □Forecast Sales of Consumer Appliances by Category: % Volume Growth 2022-2027
- Table 38 □Forecast Sales of Consumer Appliances by Category: % Value Growth 2022-2027
- Table 39 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2022-2027
- Table 40 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2022-2027
- Table 41 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2022-2027
- Table 42 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2022-2027
- Table 43 □Forecast Sales of Small Appliances by Category: Volume 2022-2027
- Table 44 □Forecast Sales of Small Appliances by Category: Value 2022-2027
- Table 45 □Forecast Sales of Small Appliances by Category: % Volume Growth 2022-2027
- Table 46 □Forecast Sales of Small Appliances by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Microwaves in Egypt

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-09"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com