

Microwaves in Egypt

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

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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.

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Euromonitor International
December 2022

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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

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