

Refrigeration Appliances in Egypt

Market Direction | 2022-12-13 | 42 pages | Euromonitor

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Report description:

In 2022, refrigeration appliances will witness major hikes in retailing prices, with some brand prices growing by almost 25%. Since 2021, the cost of raw materials, production parts, and transport has significantly risen due to the supply chain crisis. In addition, imported materials and spare parts represent 30% of the components of the locally manufactured refrigeration appliances meaning that a significant chunk of materials and parts are subject to import tariffs. The percentage of imported...

Euromonitor International's Refrigeration 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 Refrigeration Appliances, Electric Wine Coolers/Chillers, Freestanding Refrigeration Appliances, Freezers, Fridge Freezers, Fridges.

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

Why buy this report?

- * Get a detailed picture of the Refrigeration 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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REFRIGERATION APPLIANCES IN EGYPT

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2022 DEVELOPMENTS

Volume sales fall as steeply rising prices and limited supply restrict purchases

Freestanding freezers are showing a relative decline in sales volume

After-sales customer service and spare parts availability are a priority over affordability

PROSPECTS AND OPPORTUNITIES

Freestanding freezers will remain the top performer with plenty of room for growth

E-commerce is gaining popularity as a more affordable and effective channel for purchasing refrigeration appliances

More players will open local manufacturing facilities to avoid high import tariffs

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