

Egypt Small Home Appliances Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 160 pages | Mordor Intelligence

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Report description:

Although coronavirus (COVID-19) is not deemed as an airborne disease, the WHO (World Health Organization) is under scrutiny for investigating procedures that convert virus particles into harmful aerosols that might stay a little longer in the atmosphere. Hence, individuals are purchasing air purifiers to maintain optimum health levels and protect home environments from any potential particulate matter. During the lockdown period, people were choosing to replace their old appliances with smart and advanced appliances. Thus, the outbreak of COVID-19 has positively affected the overall growth of the small domestic appliances market.

The Egypt Small Home Appliances Market is expected to witness significant growth over the coming years owing to the growing living standards of consumers. The lifestyle of the populace has changed steadily with a tremendous increase in the number of working women. This has led to an increase in household income and improvement in living standards. This has necessitated the use of various equipment to carry out daily household chores. Employment of household appliances helps households to save time for themselves as well as serve effectively in their workplace. Consumers are becoming tech-savvy and using small home appliances to save time. Due to the expansion of the e-commerce industry, the small home appliances market may witness more demand as online platforms offer several benefits such as free home delivery, discounts, product varieties, and easy exchange, which is a major factor that makes online purchases highly attractive.

Egypt Small Home Appliances Market Trends

Product Innovations is Driving the Market

The AI technology and connectivity performance go hand-in-hand when it comes to small domestic appliances in the domain of

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floor care applications. Companies in the small domestic appliances market are innovating in air fryers that eliminate problems of unwanted aroma in fried foods. Its hot air circulation technology needs low to no oil in cooking meals, which helps to resonate with pro-health customers. On the other hand, manufacturers in the small domestic appliances market are developing air fryers that are capable of cooking multiple dishes at once. The hot air mechanism of air fryers helps to conveniently bake, fry, or grill foods that help consumers to reduce their oil intake. The small domestic appliances market is witnessing a significant change with the introduction of artificial intelligence (AI) in floor care applications. Next-gen autonomous vacuum cleaners are being built with advanced laser technology, which is setting the standard for navigational floor cleaning.

Rise in Per Capita Income of Costumers is Increasing the Demand

People are majorly migrating from rural areas to metro cities in the search of job opportunities and staying there for lifelong. This migration creates huge opportunities for real estate, hotels and restaurants, hospital and clinics, where various small domestic appliances are required. Growing population and increasing population density in metro cities has been majorly driving the small domestic appliances market growth. Various small domestic appliances include kitchen appliances, air treatment, personal care, pet care, cooking baking and heating appliances. Lifestyle of populace has changed steadily with tremendous increase in the number of working women. This has led to increase in household income and improvement in the living standards. Since both the family members (husband & wife) are busy with office work, they get less time to complete household chores by themselves. This has necessitated the use of various equipment to carry out daily household chores. Employment of household appliances helps households to save time for themselves as well as serve effectively in their workplace.

Egypt Small Home Appliances Market Competitor Analysis

Egypt Small Home Appliances Market is moderately consolidated in nature. Some of the major players operating currently dominate the market. However, with technological advancement and product innovation, mid-size to smaller companies is increasing their market presence by securing new contracts and by tapping new markets.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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