

Appliances and Electronics Specialists in Egypt

Market Direction | 2023-03-14 | 36 pages | Euromonitor

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Report description:

Appliances and electronics specialists witnessed strong value growth in 2022 as a result of higher retail prices. The shortage of imported products and the sharp increase in inflation rates in the second half of 2022 underpinned this increase. In periods of economic uncertainty consumers often postpone purchases of big-ticket items like fridge freezers and automatic washing machines. In contrast to previous years, real value growth also rose in 2022 highlighting a recovery in demand at appliance...

Euromonitor International's Appliances and Electronics Specialists in Egypt report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

Why buy this report?

- * Get a detailed picture of the Appliances and Electronics Specialists 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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