

Consumer Electronics in Egypt

Market Direction | 2023-07-25 | 76 pages | Euromonitor

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Report description:

Consumer electronics is under pressure in 2023 as the Egyptian economy is confronted by exceptional economic challenges. In the face of rising prices, current value sales recorded double-digit growth in 2023. However, demand has waned for consumer electronics resulting in a decline in retail volume sales. A combination of currency devaluations and high inflation have forced many consumers either to shift to more affordable alternatives or postpone new purchases, which is extending the replacemen...

Euromonitor International's Consumer Electronics in Egypt report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, 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, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

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

Why buy this report?

- * Get a detailed picture of the Consumer Electronics 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

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reliable information resources to help drive informed strategic planning.

Table of Contents:

Consumer Electronics in Egypt

Euromonitor International

July 2023

List Of Contents And Tables

CONSUMER ELECTRONICS IN EGYPT

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 1 Sales of Consumer Electronics by Category: Volume 2018-2023

Table 2 Sales of Consumer Electronics by Category: Value 2018-2023

Table 3 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 4 Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 6 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 7 Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 8 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 9 Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 10 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 11 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

COMPUTERS AND PERIPHERALS IN EGYPT

KEY DATA FINDINGS

2023 DEVELOPMENTS

Desktop volume sales decline further in 2023

Laptops demand hit by inflation and stockpiling

Tablets shift back to positive growth in 2023

PROSPECTS AND OPPORTUNITIES

Monitors to benefit from consumers upgrading their CPUs and desktops

Tablets category is expected to shrink further

Laptops face solid growth prospects

CATEGORY DATA

Table 12 Sales of Computers and Peripherals by Category: Volume 2018-2023

Table 13 Sales of Computers and Peripherals by Category: Value 2018-2023

Table 14 Sales of Computers and Peripherals by Category: % Volume Growth 2018-2023

Table 15 Sales of Computers and Peripherals by Category: % Value Growth 2018-2023

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Table 16 Sales of Computers by Category: Business Volume 2018-2023
Table 17 Sales of Computers by Category: Business Value MSP 2018-2023
Table 18 Sales of Computers by Category: Business Volume Growth 2018-2023
Table 19 Sales of Computers by Category: Business Value MSP Growth 2018-2023
Table 20 NBO Company Shares of Computers and Peripherals: % Volume 2019-2023
Table 21 □LBN Brand Shares of Computers and Peripherals: % Volume 2020-2023
Table 22 □Distribution of Computers and Peripherals by Channel: % Volume 2018-2023
Table 23 □Forecast Sales of Computers and Peripherals by Category: Volume 2023-2028
Table 24 □Forecast Sales of Computers and Peripherals by Category: Value 2023-2028
Table 25 □Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2023-2028
Table 26 □Forecast Sales of Computers and Peripherals by Category: % Value Growth 2023-2028
Table 27 □Forecast Sales of Computers by Category: Business Volume 2023-2028
Table 28 □Forecast Sales of Computers by Category: Business Value MSP 2023-2028
Table 29 □Forecast Sales of Computers by Category: Business Volume Growth 2023-2028
Table 30 □Forecast Sales of Computers by Category: Business Value MSP Growth 2023-2028

IN-CAR ENTERTAINMENT IN EGYPT

KEY DATA FINDINGS

2023 DEVELOPMENTS

In-car navigation systems almost absent in Egypt
In-dash media players and in-car speakers driven by used car sales
E-commerce enjoys moderate growth post-pandemic

PROSPECTS AND OPPORTUNITIES

Demand for in-car entertainment will continue to be supported by in-dash media players despite lingering financial concerns
Solid demand for used cars will continue to benefit in-car entertainment
In-car navigation devices expected to vanish

CATEGORY DATA

Table 31 Sales of In-Car Entertainment by Category: Volume 2018-2023
Table 32 Sales of In-Car Entertainment by Category: Value 2018-2023
Table 33 Sales of In-Car Entertainment by Category: % Volume Growth 2018-2023
Table 34 Sales of In-Car Entertainment by Category: % Value Growth 2018-2023
Table 35 NBO Company Shares of In-Car Entertainment: % Volume 2019-2023
Table 36 LBN Brand Shares of In-Car Entertainment: % Volume 2020-2023
Table 37 Distribution of In-Car Entertainment by Channel: % Volume 2018-2023
Table 38 Forecast Sales of In-Car Entertainment by Category: Volume 2023-2028
Table 39 Forecast Sales of In-Car Entertainment by Category: Value 2023-2028
Table 40 □Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2023-2028
Table 41 □Forecast Sales of In-Car Entertainment by Category: % Value Growth 2023-2028

HOME AUDIO AND CINEMA IN EGYPT

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home audio and cinema faces ongoing decline
Home cinema and speaker systems perform well as overall home audio and cinema category faces decline
In-store retail purchases remain prominent for audio and movie theatre equipment

PROSPECTS AND OPPORTUNITIES

Most categories under pressure
Home cinema and speaker systems to expand
Digital media player docks to see reduced prices as retailers strive to sell off stock

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CATEGORY DATA

Table 42 Sales of Home Audio and Cinema by Category: Volume 2018-2023

Table 43 Sales of Home Audio and Cinema by Category: Value 2018-2023

Table 44 Sales of Home Audio and Cinema by Category: % Volume Growth 2018-2023

Table 45 Sales of Home Audio and Cinema by Category: % Value Growth 2018-2023

Table 46 NBO Company Shares of Home Audio and Cinema: % Volume 2019-2023

Table 47 LBN Brand Shares of Home Audio and Cinema: % Volume 2020-2023

Table 48 Distribution of Home Audio and Cinema by Channel: % Volume 2019-2023

Table 49 Forecast Sales of Home Audio and Cinema by Category: Volume 2023-2028

Table 50 Forecast Sales of Home Audio and Cinema by Category: Value 2023-2028

Table 51 □Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2023-2028

Table 52 □Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2023-2028

HOME VIDEO IN EGYPT

KEY DATA FINDINGS

2023 DEVELOPMENTS

LCD TVs recover after slight decline

LG defends its dominance on the OLED TV market with heavy discounts.

Specialist retailers and hypermarkets are primary channels for TV sales

PROSPECTS AND OPPORTUNITIES

Growth to be driven by LCD TVs despite higher expected rates for OLED TVs

LCD TV prices are expected to rise if foreign currency shortages persist

Price gaps between LCD and OLED TVs expected to narrow

CATEGORY DATA

Table 53 Sales of Home Video by Category: Volume 2018-2023

Table 54 Sales of Home Video by Category: Value 2018-2023

Table 55 Sales of Home Video by Category: % Volume Growth 2018-2023

Table 56 Sales of Home Video by Category: % Value Growth 2018-2023

Table 57 Sales of LCD TVs by Network Connectivity: % Retail Volume 2018-2023

Table 58 NBO Company Shares of Home Video: % Volume 2019-2023

Table 59 LBN Brand Shares of Home Video: % Volume 2020-2023

Table 60 Distribution of Home Video by Channel: % Volume 2018-2023

Table 61 Forecast Sales of Home Video by Category: Volume 2023-2028

Table 62 □Forecast Sales of Home Video by Category: Value 2023-2028

Table 63 □Forecast Sales of Home Video by Category: % Volume Growth 2023-2028

Table 64 □Forecast Sales of Home Video by Category: % Value Growth 2023-2028

Table 65 □Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2023-2028

IMAGING DEVICES IN EGYPT

KEY DATA FINDINGS

2023 DEVELOPMENTS

Digital cameras under further pressure from economic factors

Shifts in digital camera usage as smartphone technology evolves

Digital camcorders enjoy recovery after 2022 slump

PROSPECTS AND OPPORTUNITIES

Smartphones to continue replacement of digital cameras

E-commerce to increase share of imaging device sales

Travel and tourism to drive momentum in digital camcorders

CATEGORY DATA

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Table 66 Sales of Imaging Devices by Category: Volume 2018-2023
Table 67 Sales of Imaging Devices by Category: Value 2018-2023
Table 68 Sales of Imaging Devices by Category: % Volume Growth 2018-2023
Table 69 Sales of Imaging Devices by Category: % Value Growth 2018-2023
Table 70 NBO Company Shares of Imaging Devices: % Volume 2019-2023
Table 71 LBN Brand Shares of Imaging Devices: % Volume 2020-2023
Table 72 Distribution of Imaging Devices by Channel: % Volume 2018-2023
Table 73 Forecast Sales of Imaging Devices by Category: Volume 2023-2028
Table 74 Forecast Sales of Imaging Devices by Category: Value 2023-2028
Table 75 □Forecast Sales of Imaging Devices by Category: % Volume Growth 2023-2028
Table 76 □Forecast Sales of Imaging Devices by Category: % Value Growth 2023-2028

PORTABLE PLAYERS IN EGYPT

KEY DATA FINDINGS

2023 DEVELOPMENTS

Wireless speakers driven by generic brands

E-commerce is gaining share over physical stores

JBL is the leading brand in wireless speakers whilst ?others? expands due to generics

PROSPECTS AND OPPORTUNITIES

Wireless speakers to benefit from convenience and cheaper generic options

Portable media players face competition from smartphones

Younger generations to return to using wireless speakers outside of the home

CATEGORY DATA

Table 77 Sales of Portable Players by Category: Volume 2018-2023
Table 78 Sales of Portable Players by Category: Value 2018-2023
Table 79 Sales of Portable Players by Category: % Volume Growth 2018-2023
Table 80 Sales of Portable Players by Category: % Value Growth 2018-2023
Table 81 NBO Company Shares of Portable Players: % Volume 2019-2023
Table 82 LBN Brand Shares of Portable Players: % Volume 2020-2023
Table 83 Distribution of Portable Players by Channel: % Volume 2018-2023
Table 84 Forecast Sales of Portable Players by Category: Volume 2023-2028
Table 85 Forecast Sales of Portable Players by Category: Value 2023-2028
Table 86 □Forecast Sales of Portable Players by Category: % Volume Growth 2023-2028
Table 87 □Forecast Sales of Portable Players by Category: % Value Growth 2023-2028

MOBILE PHONES IN EGYPT

KEY DATA FINDINGS

2023 DEVELOPMENTS

Smartphones witness further dent to retail volume sales

Samsung shifts focus to economy segment

Feature phones under pressure as local manufacturing costs rise

PROSPECTS AND OPPORTUNITIES

Smartphones face further volume decline

Smartphone unit prices expected to become more affordable in long-term

E-commerce will gain further share of volume sales

CATEGORY DATA

Table 88 Sales of Mobile Phones by Category: Volume 2018-2023
Table 89 Sales of Mobile Phones by Category: Value 2018-2023
Table 90 Sales of Mobile Phones by Category: % Volume Growth 2018-2023

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Table 91 Sales of Mobile Phones by Category: % Value Growth 2018-2023
Table 92 Sales of Smartphones by Screen Size: % Retail Volume 2020-2023
Table 93 NBO Company Shares of Mobile Phones: % Volume 2019-2023
Table 94 LBN Brand Shares of Mobile Phones: % Volume 2020-2023
Table 95 Distribution of Mobile Phones by Channel: % Volume 2018-2023
Table 96 Forecast Sales of Mobile Phones by Category: Volume 2023-2028
Table 97 □Forecast Sales of Mobile Phones by Category: Value 2023-2028
Table 98 □Forecast Sales of Mobile Phones by Category: % Volume Growth 2023-2028
Table 99 □Forecast Sales of Mobile Phones by Category: % Value Growth 2023-2028
Table 100 □Forecast Sales of Smartphones by Screen Size: % Retail Volume 2023-2028

WEARABLE ELECTRONICS IN EGYPT

KEY DATA FINDINGS

2023 DEVELOPMENTS

Wellness and fashion trends drive growth of wearables

Digital activity watches make a recovery

Smart wearables are dominant choice

PROSPECTS AND OPPORTUNITIES

Consumers to remain focused on health and fitness fuelling demand for wearables

Generic brands expected to make further progress

E-commerce supports development of wearable electronics

CATEGORY DATA

Table 101 Sales of Wearable Electronics by Category: Volume 2018-2023
Table 102 Sales of Wearable Electronics by Category: Value 2018-2023
Table 103 Sales of Wearable Electronics by Category: % Volume Growth 2018-2023
Table 104 Sales of Wearable Electronics by Category: % Value Growth 2018-2023
Table 105 NBO Company Shares of Wearable Electronics: % Volume 2019-2023
Table 106 LBN Brand Shares of Wearable Electronics: % Volume 2020-2023
Table 107 Distribution of Wearable Electronics by Channel: % Volume 2018-2023
Table 108 Forecast Sales of Wearable Electronics by Category: Volume 2023-2028
Table 109 Forecast Sales of Wearable Electronics by Category: Value 2023-2028
Table 110 □Forecast Sales of Wearable Electronics by Category: % Volume Growth 2023-2028
Table 111 □Forecast Sales of Wearable Electronics by Category: % Value Growth 2023-2028

HEADPHONES IN EGYPT

KEY DATA FINDINGS

2023 DEVELOPMENTS

Headphones face marginal growth in 2023

Premium headphones witness further decline

Consumers switch to mass headphones led by TWS earbuds

PROSPECTS AND OPPORTUNITIES

TWS earbuds to gain further share at expense of earphones

E-commerce to spearhead growth in headphones

Mass headphones are expected to gain share at expense of premium alternatives

CATEGORY DATA

Table 112 Sales of Headphones by Category: Volume 2018-2023
Table 113 Sales of Headphones by Category: Value 2018-2023
Table 114 Sales of Headphones by Category: % Volume Growth 2018-2023
Table 115 Sales of Headphones by Category: % Value Growth 2018-2023

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Table 116 NBO Company Shares of Headphones: % Volume 2019-2023

Table 117 LBN Brand Shares of Headphones: % Volume 2020-2023

Table 118 Distribution of Headphones by Channel: % Volume 2018-2023

Table 119 Forecast Sales of Headphones by Category: Volume 2023-2028

Table 120 Forecast Sales of Headphones by Category: Value 2023-2028

Table 121 □Forecast Sales of Headphones by Category: % Volume Growth 2023-2028

Table 122 □Forecast Sales of Headphones by Category: % Value Growth 2023-2028

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