

## **Microwaves in Egypt**

Market Direction | 2023-12-20 | 35 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Although the price of microwaves increased by 65% during 2022, retail volume sales witnessed strong double-digit growth as consumers were eager to make purchases before currency devaluations took place. Import restrictions on components and the shortage of models caused prices to soar in 2023, leading to a decrease in volume sales. Nevertheless, overall sales volumes of microwaves remain well above pre-pandemic levels in 2023. Microwaves are high in demand as many consumers perceive them to be a...

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 2018-2022, 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 2027 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.

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 reliable information resources to help drive informed strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Microwaves in Egypt  
Euromonitor International  
December 2023

### List Of Contents And Tables

#### MICROWAVES IN EGYPT

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Microwaves witness sharp decline in volume sales after price hikes

Local brands continue to gain share at the expense of global brands

Built-in microwaves continue to show slight volume sales decline

##### PROSPECTS AND OPPORTUNITIES

Microwaves driven by need for convenience among busy urban consumers

Free-standing microwaves are expected to regain positive sales growth

E-commerce is to continue supporting growth in microwaves

##### CATEGORY DATA

Table 1 Sales of Microwaves by Category: Volume 2018-2023

Table 2 Sales of Microwaves by Category: Value 2018-2023

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

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

Table 5 Sales of Microwaves by Smart Appliances: % Volume 2019-2023

Table 6 NBO Company Shares of Microwaves: % Volume 2019-2023

Table 7 LBN Brand Shares of Microwaves: % Volume 2020-2023

Table 8 Distribution of Microwaves by Format: % Volume 2018-2023

Table 9 Production of Microwaves: Total Volume 2018-2023

Table 10 □Forecast Sales of Microwaves by Category: Volume 2023-2028

Table 11 □Forecast Sales of Microwaves by Category: Value 2023-2028

Table 12 □Forecast Sales of Microwaves by Category: % Volume Growth 2023-2028

Table 13 □Forecast Sales of Microwaves by Category: % Value Growth 2023-2028

#### CONSUMER APPLIANCES IN EGYPT

##### EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

##### MARKET INDICATORS

Table 14 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 15 Replacement Cycles of Consumer Appliances by Category 2018-2024

##### MARKET DATA

Table 16 Sales of Consumer Appliances by Category: Volume 2018-2023

Table 17 Sales of Consumer Appliances by Category: Value 2018-2023

Table 18 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 19 Sales of Consumer Appliances by Category: % Value Growth 2018-2023

Table 20 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

Table 21 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023  
Table 22 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023  
Table 23 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023  
Table 24 □Sales of Small Appliances by Category: Volume 2018-2023  
Table 25 □Sales of Small Appliances by Category: Value 2018-2023  
Table 26 □Sales of Small Appliances by Category: % Volume Growth 2018-2023  
Table 27 □Sales of Small Appliances by Category: % Value Growth 2018-2023  
Table 28 □NBO Company Shares of Major Appliances: % Volume 2019-2023  
Table 29 □LBN Brand Shares of Major Appliances: % Volume 2020-2023  
Table 30 □NBO Company Shares of Small Appliances: % Volume 2019-2023  
Table 31 □LBN Brand Shares of Small Appliances: % Volume 2020-2023  
Table 32 □Distribution of Major Appliances by Format: % Volume 2018-2023  
Table 33 □Distribution of Small Appliances by Format: % Volume 2018-2023  
Table 34 □Forecast Sales of Consumer Appliances by Category: Volume 2023-2028  
Table 35 □Forecast Sales of Consumer Appliances by Category: Value 2023-2028  
Table 36 □Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028  
Table 37 □Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028  
Table 38 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028  
Table 39 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028  
Table 40 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028  
Table 41 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028  
Table 42 □Forecast Sales of Small Appliances by Category: Volume 2023-2028  
Table 43 □Forecast Sales of Small Appliances by Category: Value 2023-2028  
Table 44 □Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028  
Table 45 □Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

#### Summary 1 Research Sources

**Microwaves in Egypt**

Market Direction | 2023-12-20 | 35 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

| Select license | License                        | Price    |
|----------------|--------------------------------|----------|
|                | Single User Licence            | €825.00  |
|                | Multiple User License (1 Site) | €1650.00 |
|                | Multiple User License (Global) | €2475.00 |
|                |                                | VAT      |
|                |                                | Total    |

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

|               |                               |            |
|---------------|-------------------------------|------------|
| Email*        | Phone*                        |            |
| First Name*   | Last Name*                    |            |
| Job title*    |                               |            |
| Company Name* | EU Vat / Tax ID / NIP number* |            |
| Address*      | City*                         |            |
| Zip Code*     | Country*                      |            |
|               | Date                          | 2026-02-09 |
|               | Signature                     |            |

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)