

## **Small Cooking Appliances in Egypt**

Market Direction | 2023-12-20 | 40 pages | Euromonitor

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### **Report description:**

Egyptian consumers continue to prefer meeting for coffee at home rather than cafes in 2023, which is driving sales of standard coffee makers. The higher price of standard coffee makers has forced consumers to shift away from espresso and pod coffee machines, aided by the promotion of more affordable filter coffee machines and Turkish coffee machines. The average unit price of Espresso and hard pods coffee machines reached LE8000, which is at least four times the average unit price of filter and...

Euromonitor International's Small Cooking 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 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: Breadmakers, Coffee Machines, Coffee Mills, Electric Grills, Electric Steamers, Freestanding Hobs, Fryers, Kettles, Other Small Cooking Appliances, Rice Cookers, Slow Cookers.

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

Why buy this report?

- \* Get a detailed picture of the Small Cooking 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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## Table of Contents:

Small Cooking Appliances in Egypt  
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List Of Contents And Tables

### SMALL COOKING APPLIANCES IN EGYPT

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Filter and other coffee machines are in high demand

Kettles witness strongest volume growth amid weaker overall demand for small cooking appliances

Fryers and electric steamers decline as consumers economise

#### PROSPECTS AND OPPORTUNITIES

More consumers view cooking at home as cheaper and healthier

Greater sales potential is expected from e-commerce channels

Health consciousness will continue to boost demand for small cooking appliances

#### CATEGORY DATA

Table 1 Sales of Small Cooking Appliances by Category: Volume 2018-2023

Table 2 Sales of Small Cooking Appliances by Category: Value 2018-2023

Table 3 Sales of Small Cooking Appliances by Category: % Volume Growth 2018-2023

Table 4 Sales of Small Cooking Appliances by Category: % Value Growth 2018-2023

Table 5 Sales of Freestanding Hobs by Format: % Volume 2018-2023

Table 6 NBO Company Shares of Small Cooking Appliances: % Volume 2019-2023

Table 7 LBN Brand Shares of Small Cooking Appliances: % Volume 2020-2023

Table 8 Distribution of Small Cooking Appliances by Format: % Volume 2018-2023

Table 9 Forecast Sales of Small Cooking Appliances by Category: Volume 2023-2028

Table 10 □Forecast Sales of Small Cooking Appliances by Category: Value 2023-2028

Table 11 □Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2023-2028

Table 12 □Forecast Sales of Small Cooking Appliances 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 13 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 14 Replacement Cycles of Consumer Appliances by Category 2018-2024

#### MARKET DATA

Table 15 Sales of Consumer Appliances by Category: Volume 2018-2023

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

Table 17 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

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

Table 19 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

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

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

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SOURCES

Summary 1 Research Sources

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