

Appliances and Electronics Specialists in Egypt

Market Direction | 2024-03-04 | 35 pages | Euromonitor

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Report description:

Appliances and electronics specialists in Egypt saw significant new investments towards the end of the review period. Vestel, a Turkish home and professional appliances manufacturer, and Zorlu, a multinational holding company, announced plans to establish a home appliances factory in Egypt, with an investment of over USD70 million in the first phase. Meanwhile, Beko Egypt, a subsidiary of Arcelik, is on track to open a USD100 million home appliances factory in the 10th of Ramadan City. This new...

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.

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.

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