

## **Consumer Values and Behaviour in Egypt**

Market Direction | 2024-06-06 | 58 pages | Euromonitor

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### **Report description:**

This report visually explores everyday habits and behaviours which reflect consumers' beliefs and values, linking behavioural trends with purchase and consumption habits.

Euromonitor's Consumer Values and Behaviour in Egypt report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

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 Values 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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Consumer values and behaviour in Egypt

Egyptians actively take precautions for health and safety when leaving home

Gen Z and baby boomers are concerned about rising costs of everyday goods

Egyptians enjoy discovering new products and offerings

Gen Z Egyptians are less interested in researching products they consume

Consumers are optimistic that their happiness will increase in the future

Egyptians expect higher workloads but also more happiness

Egyptians choose to spend their time at home to connect with friends or family virtually

A safe location is the most sought-after home feature among Egyptian consumers

Consumers prefer to prepare their own meals

Egyptian consumers say that another person in the home is responsible for cooking for them

Baby boomers have a higher preference for food delivery than other consumers

Egyptian consumers seek out healthy ingredients in food and beverages

Gen Z expects their workplace to be close to their home

Egyptian consumers prioritise high salaries when finding employment

Egyptians tend to maintain a clear separation between their work and personal life

Consumers in Egypt interact with their friends virtually at least weekly

Baby boomers most regularly interact with their friends online

Egyptians seek relaxation above all else when travelling

Younger generations are more inclined to seek nature and outdoor activities when travelling

Egyptians prefer less strenuous exercise like walking or hiking, at least weekly

Baby boomers have the highest proclivity for team sports and group classes

Egyptian consumers practice meditation to improve wellbeing

Egyptians try to positively impact the environment through everyday actions

Gen Z Egyptians are more avid recyclers than other consumers

Egyptian consumers make a concerted effort to use more energy-efficient products

Consumers in Egypt are sensitive to brands' values

Egyptians enjoy spending time at shopping malls

Younger generations explore shops even if they have no intention to buy anything

Brand perception holds sway among Egyptian consumers' purchase decisions

Baby boomers in Egypt appreciate exclusivity in brands

Over half of Egyptian consumers subscribe to online streaming platforms

Egyptians foresee themselves spending more on education

Gen Z foresees increased spending on health and wellness more than other groups

Consumers in Egypt are less concerned about their financial situation than those elsewhere

Baby boomers depend on others for financial support less so than younger generations

Gen Z expect to increase their savings far more than other demographics

Egyptians actively manage their data sharing and online privacy

Baby boomers prove to be adept and active in using technology for online activities

Communication is the main utility for internet users in Egypt

Baby boomers use social media more than any other group in Egypt

Baby boomers in Egypt have a higher inclination to compare prices and shop online

Egyptians engage with businesses on social media more often than those in other countries

Gen Z will follow businesses' social media but are less inclined to interact with them

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