

## **Consumer Lifestyles in Egypt**

Market Direction | 2024-06-10 | 55 pages | Euromonitor

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### **Report description:**

Consumer Lifestyles offers valuable insights into key consumer attitudes and current thinking, and their impact on purchasing and consumption habits; quantifying behaviours, preferences and motivations, and aligning them with broader trends.

Euromonitor's Consumer Lifestyles 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 Overview 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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## Consumer landscape in Egypt 2024

### Personal traits and values

Egyptians actively take precautions for health and safety when leaving home ?

Millennials prioritise time with their partners over personal endeavours

Younger generations are less brand-conscious in Egypt

Older generations prefer engaging in virtual reality rather than in the physical world

Egyptians across the board are optimistic about the future

### Personal traits and values survey highlights

#### Home life and leisure time

When at home, Egyptians most regularly use their time to socialise online

Consumers in Egypt more regularly socialise with friends in person

Millennials lead the pack in smart home adoption

Safety is the highest priority for Egyptian households

Egyptian consumers seek relaxation when travelling

### Home life and leisure time survey highlights

#### Eating and dietary habits

Most baby boomers say they keep track of their calorie intake

Younger generations state that they have no time to cook

Consumers prefer to prepare their own meals

Gen X most likely to be vegan or vegetarian

Egyptian consumers are willing to pay a premium for better tasting products

### Eating and dietary habits survey highlights

#### Working life

Gen Z prefer employers that prioritise health and safety over social responsibility

Egyptians prefer a job that allows for a strong work-life balance

Younger generations more driven to pursue competitive incomes

Egyptian consumers have entrepreneurial aspirations

### Working life survey highlights

#### Health and wellness

Egyptians prefer less strenuous exercise like weekly walks or hikes

Therapy or counselling is Egypt's least favoured method of stress relief

Egyptians are more inclined to buy products described as all natural

Baby boomers most actively using tech to track and monitor their health and wellness

### Health and wellness survey highlights

#### Shopping and spending

Egyptian consumers like exploring and finding the best bargains

Gen X have highest tendency to purchase brands they already know or that are popular

Gen X most regularly buy gifts for loved ones

Supporting locally-sourced brands is prioritised by Egyptian consumers

Egyptians often donate used items to charity every few months

Gen X more likely to claim discounts from social media referrals

Consumers in Egypt highly trust their friends and family's recommendations

Egyptians foresee their highest increase in spending to be on education

Gen Z are the least confident about their current financial standing

### Shopping and spending survey highlights

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