

## **Consumer Electronics in Egypt**

Market Direction | 2024-07-25 | 78 pages | Euromonitor

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### **Report description:**

Consumer electronics in Egypt has continued to experience a decline in sales volume since 2022 due to repeated sharp currency devaluations and import restrictions imposed by the government on most types of consumer electronics. These measures aim to reduce Egypt's trade deficit and secure foreign currency for more essential commodities. In 2024, the sales volume of consumer electronics looks set to drop again following a significant decline in 2023. Conversely, the sales value is on the rise, dr...

Euromonitor International's Consumer Electronics in Egypt report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, 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, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

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 Electronics 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

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reliable information resources to help drive informed strategic planning.

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