

## **Egypt Home Appliances - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)**

Market Report | 2026-01-16 | 120 pages | Mordor Intelligence

### **AVAILABLE LICENSES:**

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

### **Report description:**

Egypt Home Appliances Market Analysis

Egypt home appliances market size in 2026 is estimated at USD 4.11 billion, growing from 2025 value of USD 3.93 billion with 2031 projections showing USD 5.12 billion, growing at 4.51% CAGR over 2026-2031. Purchase momentum stems from an expanding middle-income cohort moving into satellite cities, mortgage programs that bundle large-ticket goods with new housing, and tighter energy-efficiency rules that guide brand selection. Producers continue to anchor capacity in the 10th of Ramadan and Suez Canal Economic Zones to hedge foreign-exchange swings, secure duty-free inputs, and position for preferential exports, a strategy reinforced by Haier, BSH, and Beko's combined USD 300 million post-2024 outlays. Retailers accelerate omnichannel rollouts-flash-sale festivals, zero-interest installments, same-day delivery-to lift online volumes from a low base, while smart-meter deployment and tiered tariffs steer consumers toward high-efficiency models even during sporadic power cuts. Foreign-exchange shortages and gray-market inflows pressure pricing, yet manufacturers that localize production and exceed minimum energy standards are capturing incremental share across the Egypt home appliances market.

Egypt Home Appliances Market Trends and Insights

Subsidized Government Mortgage & Appliance-Bundle Schemes

The presidential "Housing for All Egyptians" initiative has already allocated 639,000 of its targeted 1 million units, creating synchronized demand for refrigerators, washing machines, and cookers that must be installed before the utility meter sign-off. A

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

further 400,000 units are scheduled for reservation after Eid al-Fitr, while 54,600 "green housing" apartments earmark high-efficiency appliances to qualify for concessional financing. More than 620,000 beneficiaries of the Social Housing and Mortgage Finance Fund underpin bank-backed bundle offers across the Egyptian home appliances market. Developers coordinate delivery calendars with suppliers, improving production visibility and reducing stock-holding costs for manufacturers. The "Your Home in Egypt" program that targets expatriates through foreign-currency pricing layers additional volume in premium tiers.

#### Rising Middle-Income Household Formation in Satellite Cities

Satellite cities such as the New Administrative Capital, 10th of Ramadan, and Badr City attract middle-class families seeking affordable mortgages and shorter commutes. Demand intensity is evident in the 571,799 applicants for the "Housing for All Egyptians 5" round, dominated by Cairo and Giza residents. Smaller floor plans favor compact appliances; air fryers, mini-ovens, and slim washers outperform national averages, reinforcing a structural shift within the Egyptian home appliances market. Rail and expressway links enable next-day deliveries, and retailers like Elaraby Group bundle zero-interest installments to entice shoppers switching from informal channels. Lifestyle upgrades elevate brand consciousness, boosting premium-segment penetration in refrigerators and air conditioners.

#### Chronic FX Shortages Tightening L/C Issuance for Importers

Since 2022, the Central Bank's letter-of-credit mandate has throttled dollar access for finished-goods importers, extending shipping lead times by up to eight weeks and inflating retail prices by 7-13%. Local assemblers, exempt from some restrictions on parts imports, secure a 5-7% cost advantage, nudging distributors to pivot toward domestically produced brands. Inventory gaps periodically surface in premium categories, but installment plans cushion volume declines, preserving baseline demand within the Egyptian home appliances market.

Other drivers and restraints analyzed in the detailed report include:

Energy-Efficiency Labelling Compliance Tied to Tariff Incentives  
Egypt-EU Rules-of-Origin Upgrade Spurs Export-Oriented Local Production  
Recurrent Power-Grid Load-Shedding Undermines Appliance Confidence

For complete list of drivers and restraints, kindly check the Table Of Contents.

#### Segment Analysis

Refrigerators contributed 31.87% to the total revenue in 2025, emphasizing their critical role in households. Haier's initiative to produce 500,000 units annually reflects efforts to expand local manufacturing capacity, which is expected to strengthen domestic supply and enhance export market share. Air fryers, registering a 5.93% CAGR, are gaining traction due to increasing demand for healthier cooking options and space-saving appliances, particularly among satellite-city residents. Washing machines continue to benefit from strong replacement cycles, while air conditioners are experiencing a policy-driven transition toward high-SEER models, aligning with energy-efficient cooling standards.

Midea's TEDA plant demonstrates scalability, with an annual production capacity of 500,000 air fryers, utilizing 70% locally sourced components. Revisions to energy labels are driving mid-tier brands to integrate advanced features such as smart sensors and eco modes, narrowing the gap with multinational competitors. The Egyptian home appliances market for refrigeration is projected to surpass USD 1.78 billion by 2031, supported by demand from first-time buyers in Canal Cities and replacement purchases in Greater Cairo. These trends underscore the growing importance of energy efficiency, local manufacturing, and feature innovation in shaping the competitive landscape of the home appliances market in Egypt.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

The Egypt Home Appliances Market Report is Segmented by Product (Major Home Appliances: Refrigerators, Freezers, Washing Machines, and More), Distribution Channel (Multi-Brand Stores, Exclusive Brand Outlets, Online, Other), and Geography (Greater Cairo and Giza, Alexandria and North Coast, Nile Delta Provinces, Upper Egypt, Canal Cities and Sinai). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Fresh Electric Electrolux (Olympic Group) Samsung Electronics LG Electronics Beko (Arcelik) Haier Bosch-Siemens (BSH) Toshiba El Araby Daikin Carrier Whirlpool Midea Koncar - Home Appliances Philips Domestic Appliances Gree Electric Panasonic Sharp Hisense Black & Decker Hoover Candy

Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

### **Table of Contents:**

- 1 Introduction
  - 1.1 Study Assumptions & Market Definition
  - 1.2 Scope of the Study
- 2 Research Methodology
- 3 Executive Summary
- 4 Market Landscape
  - 4.1 Market Overview
  - 4.2 Market Drivers
    - 4.2.1 Subsidised government mortgage & appliance-bundle schemes
    - 4.2.2 Rising middle-income household formation in satellite cities
    - 4.2.3 Energy-efficiency labelling compliance tied to electricity-tariff incentives
    - 4.2.4 Egypt-EU rules-of-origin upgrade spurs export-oriented local production
    - 4.2.5 E-commerce flash-sale festivals (e.g., "White Friday") escalate unit sales
    - 4.2.6 Surge in Chinese OEM contract manufacturing inside Suez Canal Economic Zone
  - 4.3 Market Restraints
    - 4.3.1 Chronic FX shortages tightening L/C issuance for importers
    - 4.3.2 Recurrent power-grid load-shedding undermines appliance usage confidence
    - 4.3.3 High customs duties on finished units versus CKD kits distort pricing
    - 4.3.4 Grey-market inflows of subsidised GCC appliances pressure margins
  - 4.4 Industry Value Chain Analysis
  - 4.5 Porter's Five Forces
    - 4.5.1 Threat of New Entrants
    - 4.5.2 Bargaining Power of Suppliers
    - 4.5.3 Bargaining Power of Buyers
    - 4.5.4 Threat of Substitutes
    - 4.5.5 Competitive Rivalry
  - 4.6 Insights into the Latest Trends and Innovations in the Market

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

4.7 Insights on Recent Developments (New Product Launches, Strategic Initiatives, Investments, Partnerships, JVs, Expansion, M&As, etc.) in the Market

## 5 Market Size & Growth Forecasts (Value in USD)

### 5.1 By Product

#### 5.1.1 Major Home Appliances

##### 5.1.1.1 Refrigerators

##### 5.1.1.2 Freezers

##### 5.1.1.3 Washing Machines

##### 5.1.1.4 Dishwashers

##### 5.1.1.5 Ovens (Incl. Combi & Microwave)

##### 5.1.1.6 Air Conditioners

##### 5.1.1.7 Toasters

##### 5.1.1.8 Countertop Ovens

##### 5.1.1.9 Other Major Home Appliances

#### 5.1.2 Small Home Appliances

##### 5.1.2.1 Coffee Makers

##### 5.1.2.2 Food Processors

##### 5.1.2.3 Grills & Roasters

##### 5.1.2.4 Electric Kettles

##### 5.1.2.5 Juicers & Blenders

##### 5.1.2.6 Air Fryers

##### 5.1.2.7 Vacuum Cleaners

##### 5.1.2.8 Electric Rice Cookers

##### 5.1.2.9 Toasters

##### 5.1.2.10 Countertop Ovens

##### 5.1.2.11 Other Small Home Appliances

### 5.2 By Distribution Channel

#### 5.2.1 Multi-Brand Stores

#### 5.2.2 Exclusive Brand Outlets

#### 5.2.3 Online

#### 5.2.4 Other Distribution Channels

### 5.3 By Geography

#### 5.3.1 Greater Cairo & Giza

#### 5.3.2 Alexandria & North Coast

#### 5.3.3 Nile Delta Provinces

#### 5.3.4 Upper Egypt

#### 5.3.5 Canal Cities & Sinai

## 6 Competitive Landscape

### 6.1 Market Concentration

### 6.2 Strategic Moves

### 6.3 Market Share Analysis

6.4 Company Profiles (includes Global level Overview, Market level overview, Core Segments, Financials as available, Strategic Information, Market Rank/Share for key companies, Products & Services, and Recent Developments)

#### 6.4.1 Fresh Electric

#### 6.4.2 Electrolux (Olympic Group)

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 6.4.3 Samsung Electronics
- 6.4.4 LG Electronics
- 6.4.5 Beko (Arcelik)
- 6.4.6 Haier
- 6.4.7 Bosch-Siemens (BSH)
- 6.4.8 Toshiba El Araby
- 6.4.9 Daikin
- 6.4.10 Carrier
- 6.4.11 Whirlpool
- 6.4.12 Midea
- 6.4.13 Koncar - Home Appliances
- 6.4.14 Philips Domestic Appliances
- 6.4.15 Gree Electric
- 6.4.16 Panasonic
- 6.4.17 Sharp
- 6.4.18 Hisense
- 6.4.19 Black & Decker
- 6.4.20 Hoover Candy

## 7 Market Opportunities & Future Outlook

7.1 Gas-to-Electric Transition Accelerating Appliance Replacement

7.2 Rising Popularity of Compact Appliances for Small Urban Flats

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Egypt Home Appliances - Market Share Analysis, Industry Trends & Statistics,  
Growth Forecasts (2026 - 2031)**

Market Report | 2026-01-16 | 120 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-03"/>
		Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)