

Consumer Appliances in Egypt

December 2023

Table of Contents

Consumer Appliances in Egypt

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 1 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 2 - Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 3 - Sales of Consumer Appliances by Category: Volume 2018-2023

Table 4 - Sales of Consumer Appliances by Category: Value 2018-2023

Table 5 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 6 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023

Table 7 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

Table 8 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023

Table 9 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023

Table 10 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023

Table 11 - Sales of Small Appliances by Category: Volume 2018-2023

Table 12 - Sales of Small Appliances by Category: Value 2018-2023

Table 13 - Sales of Small Appliances by Category: % Volume Growth 2018-2023

Table 14 - Sales of Small Appliances by Category: % Value Growth 2018-2023

Table 15 - NBO Company Shares of Major Appliances: % Volume 2019-2023

Table 16 - LBN Brand Shares of Major Appliances: % Volume 2020-2023

Table 17 - NBO Company Shares of Small Appliances: % Volume 2019-2023

Table 18 - LBN Brand Shares of Small Appliances: % Volume 2020-2023

Table 19 - Distribution of Major Appliances by Format: % Volume 2018-2023

Table 20 - Distribution of Small Appliances by Format: % Volume 2018-2023

Table 21 - Forecast Sales of Consumer Appliances by Category: Volume 2023-2028

Table 22 - Forecast Sales of Consumer Appliances by Category: Value 2023-2028

Table 23 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028

Table 24 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028

Table 25 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028

Table 26 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028

Table 27 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028

Table 28 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028

Table 29 - Forecast Sales of Small Appliances by Category: Volume 2023-2028

Table 30 - Forecast Sales of Small Appliances by Category: Value 2023-2028

Table 31 - Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028

Table 32 - Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Dishwashers in Egypt

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dishwashers see sharp price spikes

Weaker economy dampens volume sales

Buy now pay later finance supports volume sales

PROSPECTS AND OPPORTUNITIES

Demand to rise as dishwashers now considered a standard household appliance

E-commerce to become a stronger channel for purchase

Revival in homebuilding will boost demand for built-in dishwashers

CATEGORY DATA

Table 33 - Sales of Dishwashers by Category: Volume 2018-2023

Table 34 - Sales of Dishwashers by Category: Value 2018-2023

Table 35 - Sales of Dishwashers by Category: % Volume Growth 2018-2023

Table 36 - Sales of Dishwashers by Category: % Value Growth 2018-2023

Table 37 - Sales of Dishwashers by Format: % Volume 2018-2023

Table 38 - Sales of Dishwashers by Smart Appliances: % Volume 2019-2023

Table 39 - NBO Company Shares of Dishwashers: % Volume 2019-2023

Table 40 - LBN Brand Shares of Dishwashers: % Volume 2020-2023

Table 41 - Distribution of Dishwashers by Format: % Volume 2018-2023

Table 42 - Production of Dishwashers: Total Volume 2018-2023

Table 43 - Forecast Sales of Dishwashers by Category: Volume 2023-2028

Table 44 - Forecast Sales of Dishwashers by Category: Value 2023-2028

Table 45 - Forecast Sales of Dishwashers by Category: % Volume Growth 2023-2028

Table 46 - Forecast Sales of Dishwashers by Category: % Value Growth 2023-2028

Home Laundry Appliances in Egypt

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand remains steady for automatic washing machines

Semi-automatic washing machines continue to show positive volume growth

LG retains top position and benefits from its domination of connected automatic washing machines

PROSPECTS AND OPPORTUNITIES

E-commerce to remain vital sales channel for washing machines

Built-in laundry appliances to remain a limited category

Government issues golden licences to support development

CATEGORY DATA

Table 47 - Sales of Home Laundry Appliances by Category: Volume 2018-2023

Table 48 - Sales of Home Laundry Appliances by Category: Value 2018-2023

Table 49 - Sales of Home Laundry Appliances by Category: % Volume Growth 2018-2023

Table 50 - Sales of Home Laundry Appliances by Category: % Value Growth 2018-2023

Table 51 - Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2018-2023

Table 52 - Sales of Automatic Washing Machines by Format: % Volume 2018-2023

Table 53 - Sales of Automatic Washing Machines by Volume Capacity: % Volume 2018-2023

Table 54 - Sales of Automatic Washing Machines by Smart Appliances: % Volume 2019-2023

Table 55 - NBO Company Shares of Home Laundry Appliances: % Volume 2019-2023

Table 56 - LBN Brand Shares of Home Laundry Appliances: % Volume 2020-2023

Table 57 - Distribution of Home Laundry Appliances by Format: % Volume 2018-2023

Table 58 - Production of Home Laundry Appliances: Total Volume 2018-2023

Table 59 - Forecast Sales of Home Laundry Appliances by Category: Volume 2023-2028

Table 60 - Forecast Sales of Home Laundry Appliances by Category: Value 2023-2028

Table 61 - Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2023-2028

Table 62 - Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2023-2028

Large Cooking Appliances in Egypt

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand remains strong for this essential household appliance

Built-in ovens and freestanding hoods suffer decline as consumer purchasing power weakens

Fresh Electric Co extends its lead as affordable brands gain share

PROSPECTS AND OPPORTUNITIES

Large cooking appliance sales are anticipated to improve

E-commerce and digital marketing will be crucial tools

Dominance of gas cookers will deepen thanks to long-standing popularity

CATEGORY DATA

Table 63 - Sales of Large Cooking Appliances by Category: Volume 2018-2023

Table 64 - Sales of Large Cooking Appliances by Category: Value 2018-2023

Table 65 - Sales of Large Cooking Appliances by Category: % Volume Growth 2018-2023

Table 66 - Sales of Large Cooking Appliances by Category: % Value Growth 2018-2023

Table 67 - Sales of Built-in Hobs by Format: % Volume 2018-2023

Table 68 - Sales of Ovens by Smart Appliances: % Volume 2019-2023

Table 69 - NBO Company Shares of Large Cooking Appliances: % Volume 2019-2023

Table 70 - LBN Brand Shares of Large Cooking Appliances: % Volume 2020-2023

Table 71 - NBO Company Shares of Built-in Hobs: % Volume 2019-2023

Table 72 - NBO Company Shares of Ovens: % Volume 2019-2023

Table 73 - NBO Company Shares of Cooker Hoods: % Volume 2019-2023

Table 74 - NBO Company Shares of Built-in Cooker Hoods: % Volume 2019-2023

Table 75 - NBO Company Shares of Freestanding Cooker Hoods: % Volume 2019-2023

Table 76 - NBO Company Shares of Cookers: % Volume 2019-2023

Table 77 - NBO Company Shares of Range Cookers: % Volume 2019-2023

Table 78 - Distribution of Large Cooking Appliances by Format: % Volume 2018-2023

Table 79 - Production of Large Cooking Appliances: Total Volume 2018-2023

Table 80 - Forecast Sales of Large Cooking Appliances by Category: Volume 2023-2028

Table 81 - Forecast Sales of Large Cooking Appliances by Category: Value 2023-2028

Table 82 - Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2023-2028

Table 83 - Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2023-2028

Microwaves in Egypt

KEY DATA FINDINGS

2023 DEVELOPMENTS

Microwaves witness sharp decline in volume sales after price hikes

Local brands continue to gain share at the expense of global brands

Built-in microwaves continue to show slight volume sales decline

PROSPECTS AND OPPORTUNITIES

Microwaves driven by need for convenience among busy urban consumers

Free-standing microwaves are expected to regain positive sales growth

E-commerce is to continue supporting growth in microwaves

CATEGORY DATA

- Table 84 - Sales of Microwaves by Category: Volume 2018-2023
- Table 85 - Sales of Microwaves by Category: Value 2018-2023
- Table 86 - Sales of Microwaves by Category: % Volume Growth 2018-2023
- Table 87 - Sales of Microwaves by Category: % Value Growth 2018-2023
- Table 88 - Sales of Microwaves by Smart Appliances: % Volume 2019-2023
- Table 89 - NBO Company Shares of Microwaves: % Volume 2019-2023
- Table 90 - LBN Brand Shares of Microwaves: % Volume 2020-2023
- Table 91 - Distribution of Microwaves by Format: % Volume 2018-2023
- Table 92 - Production of Microwaves: Total Volume 2018-2023
- Table 93 - Forecast Sales of Microwaves by Category: Volume 2023-2028
- Table 94 - Forecast Sales of Microwaves by Category: Value 2023-2028
- Table 95 - Forecast Sales of Microwaves by Category: % Volume Growth 2023-2028
- Table 96 - Forecast Sales of Microwaves by Category: % Value Growth 2023-2028

Refrigeration Appliances in Egypt

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Slower volume growth follows sharp lift in 2022
- Freestanding freezers witness volume slowdown
- After-sales customer service and spare parts availability are key factors in purchasing decision

PROSPECTS AND OPPORTUNITIES

- Significant growth potential
- Competition in refrigerators and freezers is anticipated to increase
- E-commerce is gaining popularity as a more affordable and effective channel for purchasing refrigeration appliances

CATEGORY DATA

- Table 97 - Sales of Refrigeration Appliances by Category: Volume 2018-2023
- Table 98 - Sales of Refrigeration Appliances by Category: Value 2018-2023
- Table 99 - Sales of Refrigeration Appliances by Category: % Volume Growth 2018-2023
- Table 100 - Sales of Refrigeration Appliances by Category: % Value Growth 2018-2023
- Table 101 - Sales of Freezers by Format: % Volume 2018-2023
- Table 102 - Sales of Freezers by Volume Capacity: % Volume 2018-2023
- Table 103 - Sales of Fridge Freezers by Format: % Volume 2018-2023
- Table 104 - Sales of Fridge Freezers by Volume Capacity: % Volume 2018-2023
- Table 105 - Sales of Fridge Freezers by Smart Appliances: % Volume 2019-2023
- Table 106 - Sales of Fridges by Volume Capacity: % Volume 2018-2023
- Table 107 - NBO Company Shares of Refrigeration Appliances: % Volume 2019-2023
- Table 108 - LBN Brand Shares of Refrigeration Appliances: % Volume 2020-2023
- Table 109 - NBO Company Shares of Built-in Fridge Freezers: % Volume 2019-2023
- Table 110 - NBO Company Shares of Freestanding Fridge Freezers: % Volume 2019-2023
- Table 111 - NBO Company Shares of Built-in Fridges: % Volume 2019-2023
- Table 112 - NBO Company Shares of Freestanding Fridges: % Volume 2019-2023
- Table 113 - Distribution of Refrigeration Appliances by Format: % Volume 2018-2023
- Table 114 - Production of Refrigeration Appliances: Total Volume 2018-2023
- Table 115 - Forecast Sales of Refrigeration Appliances by Category: Volume 2023-2028
- Table 116 - Forecast Sales of Refrigeration Appliances by Category: Value 2023-2028
- Table 117 - Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2023-2028
- Table 118 - Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2023-2028

Air Treatment Products in Egypt

KEY DATA FINDINGS

2023 DEVELOPMENTS

Air purifiers witness sharp volume decline due to shortages and weaker demand
Demand for cooling fans drop after surge in previous year
Split air conditioners suffer volume decline in 2023

PROSPECTS AND OPPORTUNITIES

Air conditioners and cooling fans set to enjoy growth
E-commerce to increase share of air treatment products sales
Air coolers are expected to show limited demand and growth opportunities

CATEGORY DATA

Table 119 - Sales of Air Treatment Products by Category: Volume 2018-2023
Table 120 - Sales of Air Treatment Products by Category: Value 2018-2023
Table 121 - Sales of Air Treatment Products by Category: % Volume Growth 2018-2023
Table 122 - Sales of Air Treatment Products by Category: % Value Growth 2018-2023
Table 123 - Sales of Air Conditioners by Smart Appliances: % Volume 2019-2023
Table 124 - NBO Company Shares of Air Treatment Products: % Volume 2019-2023
Table 125 - LBN Brand Shares of Air Treatment Products: % Volume 2020-2023
Table 126 - Distribution of Air Treatment Products by Format: % Volume 2018-2023
Table 127 - Production of Air Conditioners: Total Volume 2018-2023
Table 128 - Forecast Sales of Air Treatment Products by Category: Volume 2023-2028
Table 129 - Forecast Sales of Air Treatment Products by Category: Value 2023-2028
Table 130 - Forecast Sales of Air Treatment Products by Category: % Volume Growth 2023-2028
Table 131 - Forecast Sales of Air Treatment Products by Category: % Value Growth 2023-2028

Food Preparation Appliances in Egypt

KEY DATA FINDINGS

2023 DEVELOPMENTS

Prices of food preparation appliances continue rising
Hand blenders gain popularity over counter top substitutes
Centrifugal juicers witness a deep decline in sales due to shortages and sharp increase in prices

PROSPECTS AND OPPORTUNITIES

Robust demand anticipated thanks to strong home cooking trend
E-commerce will continue to gain significance for smaller appliances
International brands to remain dominant even as local players gain traction

CATEGORY DATA

Table 132 - Sales of Food Preparation Appliances by Category: Volume 2018-2023
Table 133 - Sales of Food Preparation Appliances by Category: Value 2018-2023
Table 134 - Sales of Food Preparation Appliances by Category: % Volume Growth 2018-2023
Table 135 - Sales of Food Preparation Appliances by Category: % Value Growth 2018-2023
Table 136 - NBO Company Shares of Food Preparation Appliances: % Volume 2019-2023
Table 137 - LBN Brand Shares of Food Preparation Appliances: % Volume 2020-2023
Table 138 - Distribution of Food Preparation Appliances by Format: % Volume 2018-2023
Table 139 - Forecast Sales of Food Preparation Appliances by Category: Volume 2023-2028
Table 140 - Forecast Sales of Food Preparation Appliances by Category: Value 2023-2028

Table 141 - Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2023-2028

Table 142 - Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2023-2028

Personal Care Appliances in Egypt

KEY DATA FINDINGS

2023 DEVELOPMENTS

Body shavers are negatively affected by retail price inflation

Hair care appliances dented by lower purchasing power

Babyliss Sarl moves into leading position

PROSPECTS AND OPPORTUNITIES

Personal care products anticipated to witness positive growth

Increased female labour force participation will drive strong growth in demand for hair care appliances

E-commerce to gain prominence among consumers

CATEGORY DATA

Table 143 - Sales of Personal Care Appliances by Category: Volume 2018-2023

Table 144 - Sales of Personal Care Appliances by Category: Value 2018-2023

Table 145 - Sales of Personal Care Appliances by Category: % Volume Growth 2018-2023

Table 146 - Sales of Personal Care Appliances by Category: % Value Growth 2018-2023

Table 147 - Sales of Body Shavers by Format: % Volume 2018-2023

Table 148 - Sales of Hair Care Appliances by Format: % Volume 2018-2023

Table 149 - NBO Company Shares of Personal Care Appliances 2019-2023

Table 150 - LBN Brand Shares of Personal Care Appliances 2020-2023

Table 151 - Distribution of Personal Care Appliances by Format: % Volume 2018-2023

Table 152 - Forecast Sales of Personal Care Appliances by Category: Volume 2023-2028

Table 153 - Forecast Sales of Personal Care Appliances by Category: Value 2023-2028

Table 154 - Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2023-2028

Table 155 - Forecast Sales of Personal Care Appliances by Category: % Value Growth 2023-2028

Small Cooking Appliances in Egypt

KEY DATA FINDINGS

2023 DEVELOPMENTS

Filter and other coffee machines are in high demand

Kettles witness strongest volume growth amid weaker overall demand for small cooking appliances

Fryers and electric steamers decline as consumers economise

PROSPECTS AND OPPORTUNITIES

More consumers view cooking at home as cheaper and healthier

Greater sales potential is expected from e-commerce channels

Health consciousness will continue to boost demand for small cooking appliances

CATEGORY DATA

Table 156 - Sales of Small Cooking Appliances by Category: Volume 2018-2023

Table 157 - Sales of Small Cooking Appliances by Category: Value 2018-2023

Table 158 - Sales of Small Cooking Appliances by Category: % Volume Growth 2018-2023

Table 159 - Sales of Small Cooking Appliances by Category: % Value Growth 2018-2023

Table 160 - Sales of Freestanding Hobs by Format: % Volume 2018-2023

Table 161 - NBO Company Shares of Small Cooking Appliances: % Volume 2019-2023

Table 162 - LBN Brand Shares of Small Cooking Appliances: % Volume 2020-2023

Table 163 - Distribution of Small Cooking Appliances by Format: % Volume 2018-2023

Table 164 - Forecast Sales of Small Cooking Appliances by Category: Volume 2023-2028

Table 165 - Forecast Sales of Small Cooking Appliances by Category: Value 2023-2028

Table 166 - Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2023-2028

Table 167 - Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2023-2028

Vacuum Cleaners in Egypt

KEY DATA FINDINGS

2023 DEVELOPMENTS

Vacuum cleaners enjoy solid growth led by cylinder cleaners

Robotic vacuum cleaners face shortages

Toshiba continues to lead the category

PROSPECTS AND OPPORTUNITIES

Cylindrical vacuum cleaners predicted to achieve positive growth

E-commerce channel to grow in importance

Demand for robotic and stick vacuum cleaners will remain very limited due to their high pricing

CATEGORY DATA

Table 168 - Sales of Vacuum Cleaners by Category: Volume 2018-2023

Table 169 - Sales of Vacuum Cleaners by Category: Value 2018-2023

Table 170 - Sales of Vacuum Cleaners by Category: % Volume Growth 2018-2023

Table 171 - Sales of Vacuum Cleaners by Category: % Value Growth 2018-2023

Table 172 - Sales of Robotic Vacuum Cleaners by Smart Appliances: % Volume 2019-2023

Table 173 - NBO Company Shares of Vacuum Cleaners: % Volume 2019-2023

Table 174 - LBN Brand Shares of Vacuum Cleaners: % Volume 2020-2023

Table 175 - Distribution of Vacuum Cleaners by Format: % Volume 2018-2023

Table 176 - Forecast Sales of Vacuum Cleaners by Category: Volume 2023-2028

Table 177 - Forecast Sales of Vacuum Cleaners by Category: Value 2023-2028

Table 178 - Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2023-2028

Table 179 - Forecast Sales of Vacuum Cleaners by Category: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-appliances-in-egypt/report.