



# Large Cooking Appliances in Egypt

December 2023

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## Large Cooking Appliances in Egypt - Category analysis

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#### 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

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