



Consumer Lifestyles in Egypt

June 2024

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Scope

CONSUMER LANDSCAPE

Consumer landscape in Egypt 2024

PERSONAL TRAITS AND VALUES

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

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

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

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

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

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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