



Consumer Values and Behaviour in Egypt

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Scope

HIGHLIGHTS

Consumer values and behaviour in Egypt

PERSONAL TRAITS AND VALUES

Egyptians actively take precautions for health and safety when leaving home

Gen Z and baby boomers are concerned about rising costs of everyday goods

Egyptians enjoy discovering new products and offerings

Gen Z Egyptians are less interested in researching products they consume

Consumers are optimistic that their happiness will increase in the future

Egyptians expect higher workloads but also more happiness

HOME LIFE

Egyptians choose to spend their time at home to connect with friends or family virtually

A safe location is the most sought-after home feature among Egyptian consumers

COOKING AND EATING HABITS

Consumers prefer to prepare their own meals

Egyptian consumers say that another person in the home is responsible for cooking for them

Baby boomers have a higher preference for food delivery than other consumers

Egyptian consumers seek out healthy ingredients in food and beverages

WORKING LIFE

Gen Z expects their workplace to be close to their home

Egyptian consumers prioritise high salaries when finding employment

Egyptians tend to maintain a clear separation between their work and personal life

LEISURE

Consumers in Egypt interact with their friends virtually at least weekly

Baby boomers most regularly interact with their friends online

Egyptians seek relaxation above all else when travelling

Younger generations are more inclined to seek nature and outdoor activities when travelling

HEALTH AND WELLNESS

Egyptians prefer less strenuous exercise like walking or hiking, at least weekly

Baby boomers have the highest proclivity for team sports and group classes

Egyptian consumers practice meditation to improve wellbeing

SUSTAINABLE LIVING

Egyptians try to positively impact the environment through everyday actions

Gen Z Egyptians are more avid recyclers than other consumers

Egyptian consumers make a concerted effort to use more energy-efficient products

Consumers in Egypt are sensitive to brands' values

SHOPPING

Egyptians enjoy spending time at shopping malls

Younger generations explore shops even if they have no intention to buy anything

Brand perception holds sway among Egyptian consumers' purchase decisions

Baby boomers in Egypt appreciate exclusivity in brands

Over half of Egyptian consumers subscribe to online streaming platforms

SPENDING

Egyptians foresee themselves spending more on education

Gen Z foresees increased spending on health and wellness more than other groups
Consumers in Egypt are less concerned about their financial situation than those elsewhere
Baby boomers depend on others for financial support less so than younger generations
Gen Z expect to increase their savings far more than other demographics

TECHNOLOGY

Egyptians actively manage their data sharing and online privacy
Baby boomers proves to be adept and active in using technology for online activities
Communication is the main utility for internet users in Egypt
Baby boomers use social media more than any other group in Egypt
Baby boomers in Egypt have a higher inclination to compare prices and shop online
Egyptians engage with businesses on social media more often than those in other countries
Gen Z will follow businesses' social media but are less inclined to interact with them

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