

Microwaves in Egypt

December 2023

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Microwaves in Egypt - Category analysis

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

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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

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