

Refrigeration Appliances in Egypt

December 2023

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Refrigeration Appliances in Egypt - Category analysis

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

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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

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