EXECUTIVE SUMMARY

Consumer appliances in 2022: The big picture
2022 Trends
Competitive landscape
Retailing developments
What next for consumer appliances?

MARKET INDICATORS

Table 1 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2017-2022
Table 2 - Replacement Cycles of Consumer Appliances by Category 2017-2022
Table 3 - Forecast Household Penetration of Selected Total Stock Consumer Appliances by Category 2022-2027
Table 4 - Forecast Replacement Cycles of Consumer Appliances by Category 2022-2027

MARKET DATA

Table 5 - Sales of Consumer Appliances by Category: Volume 2017-2022
Table 6 - Sales of Consumer Appliances by Category: Value 2017-2022
Table 7 - Sales of Consumer Appliances by Category: % Volume Growth 2017-2022
Table 8 - Sales of Consumer Appliances by Category: % Value Growth 2017-2022
Table 9 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2017-2022
Table 10 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2017-2022
Table 11 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2017-2022
Table 12 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2017-2022
Table 13 - Sales of Small Appliances by Category: Volume 2017-2022
Table 14 - Sales of Small Appliances by Category: Value 2017-2022
Table 15 - Sales of Small Appliances by Category: % Volume Growth 2017-2022
Table 16 - Sales of Small Appliances by Category: % Value Growth 2017-2022
Table 17 - NBO Company Shares of Major Appliances: % Volume 2018-2022
Table 18 - LBN Brand Shares of Major Appliances: % Volume 2019-2022
Table 19 - NBO Company Shares of Small Appliances: % Volume 2018-2022
Table 20 - LBN Brand Shares of Small Appliances: % Volume 2019-2022
Table 21 - Distribution of Major Appliances by Format: % Volume 2017-2022
Table 22 - Distribution of Small Appliances by Format: % Volume 2017-2022
Table 23 - Forecast Sales of Consumer Appliances by Category: Volume 2022-2027
Table 24 - Forecast Sales of Consumer Appliances by Category: Value 2022-2027
Table 25 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2022-2027
Table 26 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2022-2027
Table 27 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2022-2027
Table 28 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2022-2027
Table 29 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2022-2027
Table 30 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2022-2027
Table 31 - Forecast Sales of Small Appliances by Category: Volume 2022-2027
Table 32 - Forecast Sales of Small Appliances by Category: Value 2022-2027
Table 33 - Forecast Sales of Small Appliances by Category: % Volume Growth 2022-2027
Table 34 - Forecast Sales of Small Appliances by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Dishwashers in Egypt
KEY DATA FINDINGS

2022 DEVELOPMENTS
Volume sales continue to show positive performance thanks to increase home cooking and BNPL options
Freestanding units continue to dominate as outdated built-in units return to their declining pattern
Second-ranked LG Electronics sees its share for further as consumers cannot afford its premium pricing

PROSPECTS AND OPPORTUNITIES
Demand for dishwashers is expected to continue growing as they are no longer considered a luxury
Brands will increasingly leverage e-commerce marketplaces to drive sales
Revival in homebuilding will boost demand for built-in dishwashers

CATEGORY DATA
Table 35 - Sales of Dishwashers by Category: Volume 2017-2022
Table 36 - Sales of Dishwashers by Category: Value 2017-2022
Table 37 - Sales of Dishwashers by Category: % Volume Growth 2017-2022
Table 38 - Sales of Dishwashers by Category: % Value Growth 2017-2022
Table 39 - Sales of Dishwashers by Format: % Volume 2017-2022
Table 40 - Sales of Dishwashers by Connected Appliances: % Volume 2018-2022
Table 41 - NBO Company Shares of Dishwashers: % Volume 2018-2022
Table 42 - LBN Brand Shares of Dishwashers: % Volume 2019-2022
Table 43 - Distribution of Dishwashers by Format: % Volume 2017-2022
Table 44 - Production of Dishwashers: Total Volume 2017-2022
Table 45 - Forecast Sales of Dishwashers by Category: Volume 2022-2027
Table 46 - Forecast Sales of Dishwashers by Category: Value 2022-2027
Table 47 - Forecast Sales of Dishwashers by Category: % Volume Growth 2022-2027
Table 48 - Forecast Sales of Dishwashers by Category: % Value Growth 2022-2027

Home Laundry Appliances in Egypt

KEY DATA FINDINGS

2022 DEVELOPMENTS
Volume sales of automatic washing machines declines due to hiking sales prices and limited store availability
Semi-automatic washing machines are continuing to show positive volume growth
LG retains top positions and benefits from its domination of connected automatic washing machines

PROSPECTS AND OPPORTUNITIES
E-commerce to rise in importance as a marketing and sales channel
Rising electricity bills will boost interest in more efficient home laundry appliances
Demand for built-in laundry appliances to remain limited to affluent consumers

CATEGORY DATA
Table 49 - Sales of Home Laundry Appliances by Category: Volume 2017-2022
Table 50 - Sales of Home Laundry Appliances by Category: Value 2017-2022
Table 51 - Sales of Home Laundry Appliances by Category: % Volume Growth 2017-2022
Table 52 - Sales of Home Laundry Appliances by Category: % Value Growth 2017-2022
Table 53 - Sales of Automatic Washer Dryers by Connected Appliances: % Volume 2017-2022
Table 54 - Sales of Automatic Washing Machines by Format: % Volume 2017-2022
Table 55 - Sales of Automatic Washing Machines by Volume Capacity: % Volume 2017-2022
Table 56 - Sales of Automatic Washing Machines by Connected Appliances: % Volume 2018-2022
Table 57 - NBO Company Shares of Home Laundry Appliances: % Volume 2018-2022
Table 58 - LBN Brand Shares of Home Laundry Appliances: % Volume 2019-2022
Table 59 - Distribution of Home Laundry Appliances by Format: % Volume 2017-2022
Large Cooking Appliances in Egypt

KEY DATA FINDINGS

2022 DEVELOPMENTS
High proportion of domestic manufacturing keeps price hikes lower than in many other consumer appliances categories
Built-in and freestanding Hoods continue to show positive sales volume while the latter is witnessing weaker positive sales
Universal Group’s woes continue as it slips into third place

PROSPECTS AND OPPORTUNITIES
Digital marketing and e-commerce to be key tools for further market penetration
Volume sales growth rate to increase thanks to population growth and stabilisation of the Egyptian economy
Dominance of gas cookers will deepen thanks to long-standing popularity

CATEGORY DATA

Microwaves in Egypt

KEY DATA FINDINGS

2022 DEVELOPMENTS
Microwaves sales volume maintained its positive sales volume despite the increased average price
Local brands continue to gain share at the expense of global brands
Built-in microwaves returns to its volume decline, keeping freestanding models as the vastly dominant category

PROSPECTS AND OPPORTUNITIES
With convenience remaining important to busy urban consumers, demand for microwaves will remain robust
Microwaves to continue showing strong e-commerce sales
With electricity prices rising, energy-efficient inverter technology will become more popular

**CATEGORY DATA**

- Table 85 - Sales of Microwaves by Category: Volume 2017-2022
- Table 86 - Sales of Microwaves by Category: Value 2017-2022
- Table 87 - Sales of Microwaves by Category: % Volume Growth 2017-2022
- Table 88 - Sales of Microwaves by Category: % Value Growth 2017-2022
- Table 89 - Sales of Microwaves by Connected Appliances: % Volume 2018-2022
- Table 90 - NBO Company Shares of Microwaves: % Volume 2018-2022
- Table 91 - LBN Brand Shares of Microwaves: % Volume 2019-2022
- Table 92 - Distribution of Microwaves by Format: % Volume 2017-2022
- Table 93 - Forecast Sales of Microwaves by Category: Volume 2022-2027
- Table 94 - Forecast Sales of Microwaves by Category: Value 2022-2027
- Table 95 - Forecast Sales of Microwaves by Category: % Volume Growth 2022-2027
- Table 96 - Forecast Sales of Microwaves by Category: % Value Growth 2022-2027

**Refrigeration Appliances in Egypt**

**KEY DATA FINDINGS**

**2022 DEVELOPMENTS**

Volume sales fall as steeply rising prices and limited supply restrict purchases

Freestanding freezers are showing a relative decline in sales volume

After-sales customer service and spare parts availability are a priority over affordability

**PROSPECTS AND OPPORTUNITIES**

Freestanding freezers will remain the top performer with plenty of room for growth

E-commerce is gaining popularity as a more affordable and effective channel for purchasing refrigeration appliances

More players will open local manufacturing facilities to avoid high import tariffs

**CATEGORY DATA**

- Table 97 - Sales of Refrigeration Appliances by Category: Volume 2017-2022
- Table 98 - Sales of Refrigeration Appliances by Category: Value 2017-2022
- Table 99 - Sales of Refrigeration Appliances by Category: % Volume Growth 2017-2022
- Table 100 - Sales of Refrigeration Appliances by Category: % Value Growth 2017-2022
- Table 101 - Sales of Freezers by Format: % Volume 2017-2022
- Table 102 - Sales of Freezers by Volume Capacity: % Volume 2017-2022
- Table 103 - Sales of Fridge Freezers by Format: % Volume 2017-2022
- Table 104 - Sales of Fridge Freezers by Volume Capacity: % Volume 2017-2022
- Table 105 - Sales of Fridge Freezers by Connected Appliances: % Volume 2018-2022
- Table 106 - Sales of Fridges by Volume Capacity: % Volume 2017-2022
- Table 107 - NBO Company Shares of Refrigeration Appliances: % Volume 2018-2022
- Table 108 - LBN Brand Shares of Refrigeration Appliances: % Volume 2019-2022
- Table 109 - NBO Company Shares of Freestanding Fridge Freezers: % Volume 2018-2022
- Table 110 - NBO Company Shares of Freestanding Fridges: % Volume 2018-2022
- Table 111 - Distribution of Refrigeration Appliances by Format: % Volume 2017-2022
- Table 112 - Production of Refrigeration Appliances: Total Volume 2017-2022
- Table 113 - Forecast Sales of Refrigeration Appliances by Category: Volume 2022-2027
- Table 114 - Forecast Sales of Refrigeration Appliances by Category: Value 2022-2027
- Table 115 - Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2022-2027
- Table 116 - Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2022-2027

**Air Treatment Products in Egypt**
KEY DATA FINDINGS

2022 DEVELOPMENTS

Split air conditioners managed to maintain positive sales volume despite the 20% price increase
Volume sales of air purifiers decline as consumers redirect their limited budget to more essential appliances
Cooling fans continue to show an increase in sales volume unaffected by the economic changes despite the price increase

PROSPECTS AND OPPORTUNITIES

With electricity costs rising, cooling fans will continue to outperform split air conditioners
Demand for air purifiers will be supported by poor air quality in urban areas
E-commerce will continue to grow in importance, particularly for cooling fans

CATEGORY DATA

Table 117 - Sales of Air Treatment Products by Category: Volume 2017-2022
Table 118 - Sales of Air Treatment Products by Category: Value 2017-2022
Table 119 - Sales of Air Treatment Products by Category: % Volume Growth 2017-2022
Table 120 - Sales of Air Treatment Products by Category: % Value Growth 2017-2022
Table 121 - Sales of Air Conditioners by Connected Appliances: % Volume 2018-2022
Table 122 - NBO Company Shares of Air Treatment Products: % Volume 2018-2022
Table 123 - LBN Brand Shares of Air Treatment Products: % Volume 2019-2022
Table 124 - Distribution of Air Treatment Products by Format: % Volume 2017-2022
Table 125 - Production of Air Conditioners: Total Volume 2017-2022
Table 126 - Forecast Sales of Air Treatment Products by Category: Volume 2022-2027
Table 127 - Forecast Sales of Air Treatment Products by Category: Value 2022-2027
Table 128 - Forecast Sales of Air Treatment Products by Category: % Volume Growth 2022-2027
Table 129 - Forecast Sales of Air Treatment Products by Category: % Value Growth 2022-2027

Food Preparation Appliances in Egypt

KEY DATA FINDINGS

2022 DEVELOPMENTS

Food preparation appliances will maintain a positive volume growth rate thanks to continue at-home cooking habits
Prices increase with inflation, benefitting sales of local brands in blenders and hand mixers
International brands remain dominant, but local players are gaining traction due to their competitive pricing

PROSPECTS AND OPPORTUNITIES

Robust demand anticipated thanks to continuing at-home cooking trend
E-commerce will continue to grow in importance for smaller size food appliances
Interest in juice extractors will remain limited to younger, more health-conscious consumers

CATEGORY DATA

Table 130 - Sales of Food Preparation Appliances by Category: Volume 2017-2022
Table 131 - Sales of Food Preparation Appliances by Category: Value 2017-2022
Table 132 - Sales of Food Preparation Appliances by Category: % Volume Growth 2017-2022
Table 133 - Sales of Food Preparation Appliances by Category: % Value Growth 2017-2022
Table 134 - NBO Company Shares of Food Preparation Appliances: % Volume 2018-2022
Table 135 - LBN Brand Shares of Food Preparation Appliances: % Volume 2019-2022
Table 136 - Distribution of Food Preparation Appliances by Format: % Volume 2017-2022
Table 137 - Forecast Sales of Food Preparation Appliances by Category: Volume 2022-2027
Table 138 - Forecast Sales of Food Preparation Appliances by Category: Value 2022-2027
Table 139 - Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2022-2027
Table 140 - Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2022-2027
Personal Care Appliances in Egypt

KEY DATA FINDINGS

2022 DEVELOPMENTS

Body shavers return to volume growth as Egyptians return to the office for work
Hair care appliances continue to witness growing volume sales and consumers continue self-care routines
Economic shock of pandemic weighs on pricing, while cheaper Chinese brands are becoming more widely available

PROSPECTS AND OPPORTUNITIES

More affordable brands set to stimulate volume demand
Increased female labour force participation will help to drive strong growth in demand for hair care appliances
E-commerce will continue to grow in importance, as consumers become more comfortable shopping online

CATEGORY DATA

Table 141 - Sales of Personal Care Appliances by Category: Volume 2017-2022
Table 142 - Sales of Personal Care Appliances by Category: Value 2017-2022
Table 143 - Sales of Personal Care Appliances by Category: % Volume Growth 2017-2022
Table 144 - Sales of Personal Care Appliances by Category: % Value Growth 2017-2022
Table 145 - Sales of Body Shavers by Format: % Volume 2017-2022
Table 146 - Sales of Hair Care Appliances by Format: % Volume 2017-2022
Table 147 - NBO Company Shares of Personal Care Appliances 2018-2022
Table 148 - LBN Brand Shares of Personal Care Appliances 2019-2022
Table 149 - Distribution of Personal Care Appliances by Format: % Volume 2017-2022
Table 150 - Forecast Sales of Personal Care Appliances by Category: Volume 2022-2027
Table 151 - Forecast Sales of Personal Care Appliances by Category: Value 2022-2027
Table 152 - Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2022-2027
Table 153 - Forecast Sales of Personal Care Appliances by Category: % Value Growth 2022-2027

Small Cooking Appliances in Egypt

KEY DATA FINDINGS

2022 DEVELOPMENTS

Standard coffee machines and kettles are on the rise thanks to reasonable prices
Sales volume of espresso and pods coffee machines decline due to hike in prices
Mixed results for small cooking appliances as health concerns, price increases and electricity costs shift preferences

PROSPECTS AND OPPORTUNITIES

Home-cooking trend to continue, leading Egyptian consumers to upgrade their cooking equipment
Health consciousness will continue to boost demand for small cooking appliances
As Egyptians grow more comfortable shopping online, e-commerce sales will rise

CATEGORY DATA

Table 154 - Sales of Small Cooking Appliances by Category: Volume 2017-2022
Table 155 - Sales of Small Cooking Appliances by Category: Value 2017-2022
Table 156 - Sales of Small Cooking Appliances by Category: % Volume Growth 2017-2022
Table 157 - Sales of Small Cooking Appliances by Category: % Value Growth 2017-2022
Table 158 - Sales of Freestanding Hobs by Format: % Volume 2017-2022
Table 159 - NBO Company Shares of Small Cooking Appliances: % Volume 2018-2022
Table 160 - LBN Brand Shares of Small Cooking Appliances: % Volume 2019-2022
Table 161 - Distribution of Small Cooking Appliances by Format: % Volume 2017-2022
Table 162 - Forecast Sales of Small Cooking Appliances by Category: Volume 2022-2027
Table 163 - Forecast Sales of Small Cooking Appliances by Category: Value 2022-2027
Vacuum Cleaners in Egypt

KEY DATA FINDINGS

2022 DEVELOPMENTS

Cylinder vacuum cleaners lead the positive sales volume of the vacuum appliances while other subcategories witnessed a decline.

Toshiba continues to lead the category despite the steep increase retailing prices.

Interest in robotic vacuum cleaners is growing amongst affluent gadget lovers.

PROSPECTS AND OPPORTUNITIES

Cylindrical vacuum cleaners will drive increase in retail volume sales growth through local manufacturing and cheaper prices.

With Egypt’s e-commerce infrastructure maturing, e-commerce will continue to grow in importance.

Demand for robotic and stick vacuum cleaners will remain very limited due to their high pricing.

CATEGORY DATA

Table 166 - Sales of Vacuum Cleaners by Category: Volume 2017-2022
Table 167 - Sales of Vacuum Cleaners by Category: Value 2017-2022
Table 168 - Sales of Vacuum Cleaners by Category: % Volume Growth 2017-2022
Table 169 - Sales of Vacuum Cleaners by Category: % Value Growth 2017-2022
Table 170 - Sales of Robotic Vacuum Cleaners by Connected Appliances: % Volume 2018-2022
Table 171 - NBO Company Shares of Vacuum Cleaners: % Volume 2018-2022
Table 172 - LBN Brand Shares of Vacuum Cleaners: % Volume 2019-2022
Table 173 - Distribution of Vacuum Cleaners by Format: % Volume 2017-2022
Table 174 - Forecast Sales of Vacuum Cleaners by Category: Volume 2022-2027
Table 175 - Forecast Sales of Vacuum Cleaners by Category: Value 2022-2027
Table 176 - Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2022-2027
Table 177 - Forecast Sales of Vacuum Cleaners by Category: % Value Growth 2022-2027

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings**: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles**: Analysis dedicated to the world’s most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports**: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.