Euromonitor International

Consumer Appliances in Egypt

March 2026

Table of Contents

Consumer Appliances in Egypt

EXECUTIVE SUMMARY

Smart, efficient and space saving appliances shape demand

KEY DATA FINDINGS

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Rising incomes and urbanisation drive appliance demand
Sustainability and energy efficiency to the fore
Chart 2 - The "Class A" Energy Label as a Primary Purchase Driver
Compact, multifunctional appliances meet urban needs
Chart 3 - Kenwood 16-in-1 Pressure Cooker's Versatility and Multifunctionality
Busy consumers value convenient, time-saving solutions around the home
Chart 4 - Beko CookFit 2-in-1 Air Fryer for Customisable Dual-zone Freedom

WHAT'S NEXT?

Household penetration to drive sales of key appliances
Financing and digital influence will shape future demand
Chart 5 - Analyst Insight
Chart 6 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Fresh Electric maintains leadership with value-driven strategy

CHANNELS

Appliances and electronics specialists drive offline sales

ECONOMIC CONTEXT

Chart 7 - Real GDP Growth and Inflation 2020-2030
Chart 8 - PEST Analysis in Egypt 2025

CONSUMER CONTEXT

Chart 9 - Key Insights on Consumers in Egypt 2025
Chart 10 - Consumer Landscape in Egypt 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Dishwashers in Egypt

KEY DATA FINDINGS

2025 DEVELOPMENTS

Urbanisation and convenience drive dishwasher sales
Chart 11 - Key Trends 2025

INDUSTRY PERFORMANCE

Rising incomes and urbanisation fuel dishwasher sales
Freestanding dishwashers dominate sales, while AI integration gains popularity
Chart 12 - Midea Launches Smart Dishwasher with Sterilisation Feature
Health and wellness focus drives demand for sanitisation features

Chart 13 - LG Launches New Generation of Innovative XD5 Steam Dishwasher Model

WHAT'S NEXT?

Rising incomes and urbanisation expected to drive energy-efficient dishwasher sales
Chart 14 - Analyst Insight
Freestanding dishwashers set to remain dominant
Smart home integration and e-commerce expansion expected to shape future

COMPETITIVE LANDSCAPE

Beko and LG lead as competition intensifies in Egypt

CHANNELS

Specialists lead offline sales with local warranty and expert advice
E-commerce drives growth with wider choices and competitive pricing

PRODUCTS

Sustainability and energy efficiency influence consumer preferences
Chart 15 - LG Launches XD6 Non-Steam Dishwasher Model

COUNTRY REPORTS DISCLAIMER

Home Laundry Appliances in Egypt

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience and technology accelerate demand for automatic washing machines
Chart 16 - Key Trends 2025

INDUSTRY PERFORMANCE

Sustainability and energy efficiency drive innovation through advanced features
Chart 17 - LG Extensively Highlights Inverter Direct Drive as Unique Selling Point
Convenience and customisation drive demand for feature-rich appliances
Chart 18 - Toshiba T15 Series Offers a 12-Minute Quick Wash
Health and wellness focus boosts demand for hygienic laundry solutions
Chart 19 - Fresh Introduces Washer Dryer with Focus on Sterilisation and Hygiene

WHAT'S NEXT?

Consumers to prioritise efficiency and convenience in laundry solutions
Chart 20 - Analyst Insight
Flexible payment plans predicted to attract price-sensitive consumers
How rising urban population and lifestyle shifts are reshaping home laundry demands

COMPETITIVE LANDSCAPE

El Araby Group retains strong leadership of concentrated landscape

CHANNELS

Appliances and electronics specialists drive sales with local warranty and expert advice
E-commerce gains traction with wider choices and competitive prices

COUNTRY REPORTS DISCLAIMER

Large Cooking Appliances in Egypt

KEY DATA FINDINGS

2025 DEVELOPMENTS

Large cooking appliances grow amid economic recovery

Chart 21 - Key Trends 2025

INDUSTRY PERFORMANCE

Economic improvements drive multifunctional innovation

Chart 22 - Gorenje Offers Combined Compact Oven with Air Fryer Features

Sustainability and energy efficiency shape demand

Chart 23 - Hans Built-in Oven Comes with Triple-Glazed Oven Door and Improved Oven Insulation

Segmented approach captures different consumer tiers

Chart 24 - Fresh's Multi-Tiered Cooker Strategy

WHAT'S NEXT?

Category to expand with rising purchasing power

Cookers to remain dominant, while built-in hobs show promise

E-commerce and omnichannel strategies to gain traction

Chart 25 - Analyst Insight

COMPETITIVE LANDSCAPE

Fresh maintains lead as Ideal Zanussi gains ground

CHANNELS

Electronics and appliances specialists lead distribution

E-commerce gains traction with wider choices and deals

COUNTRY REPORTS DISCLAIMER

Microwaves in Egypt

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising household wealth supports category expansion

Chart 26 - Key Trends 2025

INDUSTRY PERFORMANCE

Demand continues to rise as consumers seek convenience in the kitchen

Chart 27 - Sharp's Microwave Range Addresses Demand for Convenience

Multifunctionality and compact design boost sales

Chart 28 - LG NeoChef Microwave Offers Multiple Functions from Grilling to Yoghurt Fermentation

Energy efficiency gains traction with inverter technology

Chart 29 - S Smart is First Local Brand to Offer Inverter Microwave

WHAT'S NEXT?

Rising incomes are set to support expansion

Key trends will continue to shape the category

Combination units are set to drive premiumisation

Chart 30 - Analyst Insight

COMPETITIVE LANDSCAPE

Fresh gains ground with competitive pricing

Midea and Beko leverage price advantage to build share

CHANNELS

Electronics and appliances specialists remains leading channel for microwaves

E-commerce grows rapidly with wider choices and digital trust

COUNTRY REPORTS DISCLAIMER

Refrigeration Appliances in Egypt

KEY DATA FINDINGS

2025 DEVELOPMENTS

Egyptian consumers prioritise efficiency as urbanisation accelerates
Chart 31 - Key Trends 2025

INDUSTRY PERFORMANCE

Energy efficiency drives steady growth
Chart 32 - LG's 10-year Compressor Warranty Adds Value to inverter Models
Fridge freezers dominate demand in Egypt
Chart 33 - Tornado RF-40FTV-SL: 3-Door Design Enhances Efficiency
Multifunctionality and compact design meet Egypt's urban household needs
Chart 34 - Beko's MultiZone and HarvestFresh Features Enhance Flexibility

WHAT'S NEXT?

Category expansion to be driven by rising urbanisation and freezer demand
Health and energy efficiency to drive fridge freezer growth
Chart 35 - Analyst Insight

COMPETITIVE LANDSCAPE

Competition intensifies with emerging brands

CHANNELS

Specialists drive sales with local warranty and expert advice

COUNTRY REPORTS DISCLAIMER

Air Conditioners in Egypt

KEY DATA FINDINGS

2025 DEVELOPMENTS

Currency stability and declining inflation fuel adoption of air conditioners
Chart 36 - Key Trends 2025

INDUSTRY PERFORMANCE

Currency recovery boosts demand for air conditioners
Cordless and portable solutions gain traction among price-conscious consumers
Chart 37 - Fresh Introduces First Portable Air Conditioner in Egypt
Direct-to-consumer stores unlock consumer insights and better sales
Chart 38 - Beko Opens a New Branch in Alexandria

WHAT'S NEXT?

Energy efficiency and local manufacturing to drive future growth
Chart 39 - Analyst Insight
AI set to fulfil demand for sustainable and energy-efficient air conditioners
Chart 40 - Latest LG DUALCOOL Utilises AI Technology

COMPETITIVE LANDSCAPE

Haier regains momentum through aggressive pricing and innovation

CHANNELS

Appliances and electronics specialists lead sales with local warranties and expert advice
E-commerce gains share with variety and competitive prices

COUNTRY REPORTS DISCLAIMER

Food Preparation Appliances in Egypt

KEY DATA FINDINGS

2025 DEVELOPMENTS

Multifunctionality and a health focus are driving sales in food preparation appliances
Chart 41 - Key Trends 2025

INDUSTRY PERFORMANCE

Multifunctional hand blenders drive demand
Chart 42 - Multifunctional Hand Blenders are Gaining Popularity
Consumer behaviour and brand influencer collaborations boost appliance sales
Consumer demand for convenience and customisation boosts food processor sales
Chart 43 - Kenwood Extends MultiPro Food Processors Series for Greater Convenience

WHAT'S NEXT?

Consumers expected to drive demand for multifunctional and affordable appliances
Blenders to maintain dominance with steady growth
Chart 44 - Analyst Insight
E-commerce and local manufacturing to shape future landscape

COMPETITIVE LANDSCAPE

Kenwood drives competition in food processors, while Tornado gains traction
Numerous brands leverage social media and influencer marketing

CHANNELS

Appliances and electronics specialists drive sales with local warranty and service
E-commerce gains traction with wider choices and competitive prices

COUNTRY REPORTS DISCLAIMER

Personal Care Appliances in Egypt

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health focus and digital channels drive sustained growth
Chart 45 - Key Trends 2025

INDUSTRY PERFORMANCE

Recovering purchasing power drives sales
Chart 46 - Philips StraightCare Essential ThermoProtect Straightener for Healthy Hair Styling
Hair care appliances records most dynamic growth
Chart 47 - Philips Multigroom 13-in-1 Exemplifies Convenience and Customisation

WHAT'S NEXT?

Hair care appliances to outpace category expansion
Chart 48 - Braun Silk-épil Epilator 9 Series Offers All-in-One Solution for Women

Digital influence and product innovation to drive business growth
Chart 49 - Analyst Insight

COMPETITIVE LANDSCAPE

Procter & Gamble maintains lead in concentrated landscape

CHANNELS

Specialist retailers dominates distribution of personal care appliances

COUNTRY REPORTS DISCLAIMER

Small Cooking Appliances in Egypt

KEY DATA FINDINGS

2025 DEVELOPMENTS

Urban lifestyles fuel rising demand for small cooking appliances
Chart 50 - Key Trends 2025

INDUSTRY PERFORMANCE

Kettles lead sales, driven by convenience and autonomous preparation
Social media content drives purchasing decisions
Chart 51 - Mienta Partners with Dina ElKafrawy to Promote its Breve Espresso Machine
Multifunctionality and convenience shape consumer preferences
Chart 52 - Sokany 3-in-1 Breakfast Maker as Multifunctional Solution for Everyday Breakfasts

WHAT'S NEXT?

Convenience to shape future demand for small cooking appliances
Chart 53 - Philips 3000 Series XL with Extra Features for Convenience
The impact of omnichannel strategies and nutritional awareness on purchase decisions
Chart 54 - Analyst Insight

COMPETITIVE LANDSCAPE

Fresh Electric Co maintains leadership ahead of De'Longhi

CHANNELS

Specialists dominate distribution of small cooking appliances

COUNTRY REPORTS DISCLAIMER

Vacuum Cleaners in Egypt

KEY DATA FINDINGS

2025 DEVELOPMENTS

Urbanisation and growing middle class boost vacuum cleaner sales
Chart 55 - Key Trends 2025

INDUSTRY PERFORMANCE

Increasing urbanisation drives demand for cordless and portable vacuum cleaners
Chart 56 - Xiaomi Launches Vacuum Cleaner G20 Max
Local consumers seek convenient and customisable features
Chart 57 - Panasonic Launches MC-CL605 Model with Specialised Attachments for Total Coverage
Multifunctionality and space-saving features gain traction
Chart 58 - Bissell CrossWave 1713 model Offers Versatile Multi-Surface Cleaning Features

WHAT'S NEXT?

Increasing urbanisation is set to continue driving demand for convenient, portable vacuums

Standard vacuum cleaners set to remain dominant, driven by multifunctionality

Chart 59 - Analyst Insight

E-commerce and omnichannel retailing expected to help drive growth

COMPETITIVE LANDSCAPE

Panasonic maintains lead with legacy and distribution strength

CHANNELS

Appliance specialists lead vacuum cleaner sales with local warranty and expert advice

E-commerce grows steadily with wider choice and digital trust

COUNTRY REPORTS DISCLAIMER

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.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-appliances-in-egypt/report.