



Euromonitor
International

Consumer Lifestyles in Egypt

October 2026

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Scope

CONSUMER LANDSCAPE

Consumer landscape in Egypt 2026

PERSONAL TRAITS AND VALUES

Personal traits and values

Consumers in Egypt feel concerned that the cost of everyday items are going up

Gen Z prioritise time for themselves

Consumers feel confident in displaying their true identity with friends and family

Consumers like to test out fresh merchandise and new services

Consumers expect that they will be happier in future

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Cleaning and domestic chores are the most common home activities among Gen X

The majority of respondents socialise with friends weekly

Egyptians are interested in relaxing when on holiday

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Millennials are most likely to actively monitor what they eat

Baby Boomers are most likely to have someone else in the house cook for them

Consumers typically eat snacks while at home

Gen X closely read nutrition labels

Egyptians are willing to pay more for products with superior taste

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Younger generations want to work for a company that prioritises health and safety

Egyptians would like to be able to work from home

Gen Z seek to acquire effective training

Over 30% of consumers in Egypt want to start their own company

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Egyptians participate in walking or hiking

Massage is a popular form of stress-reduction among Millennials

Consumers in Egypt think all natural is the most influential product feature

Baby Boomers frequently visit health-related or medical sites

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Egyptians enjoy discovering good deals

Millennials regularly seek strong or well-known brands

Gen X seek products with easy to understand labels

Baby Boomers make effort to buy products that come from the local area

Consumers in Egypt often donate used items to a charity or non-profit

Gen Z say they regularly get discounts through their social media accounts
Consumers in Egypt highly trust friends and family recommendations
Consumers expect to increase spending on education the most
Gen Z owe more money than they have saved up
Shopping and spending survey highlights

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