

Small Cooking Appliances in Egypt

December 2023

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Small Cooking Appliances in Egypt - Category analysis

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2023 DEVELOPMENTS

Filter and other coffee machines are in high demand

Kettles witness strongest volume growth amid weaker overall demand for small cooking appliances

Fryers and electric steamers decline as consumers economise

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More consumers view cooking at home as cheaper and healthier

Greater sales potential is expected from e-commerce channels

Health consciousness will continue to boost demand for small cooking appliances

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