Euromonitor International

Consumer Values and Behaviour in Egypt

September 2026

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CONSUMER VALUES AND BEHAVIOURS IN EGYPT

Scope

HIGHLIGHTS

Consumer values and behaviour in Egypt

PERSONAL TRAITS AND VALUES

Most consumers in Egypt take health and safety precautions when leaving the home
Millennials believe society accepts their identity
Egyptians have a habit for testing out fresh merchandise and offerings
Baby Boomers show a tendency to choose branded items instead of non-branded options
Consumers in Egypt expect they will be better off financially
Younger generations anticipate an improvement in their quality of life

HOME LIFE

While at home, consumers in Egypt connect with friends or family virtually

COOKING AND EATING HABITS

Egyptians prefer to cook or bake for themselves
Over 35% of Egyptians say that someone else in household typically cooks for them
20% of Generation Z say they do not know how to cook
61% consumers look for healthy ingredients in food and beverages

WORKING LIFE

Gen X want to determine their own timetable
Almost half of Egyptians prioritise earning a high salary
Consumers say they maintain a clear separation between their professional and personal life

LEISURE

Most consumers engage in online social activities
Generation Z are more likely to take virtual classes/attend lectures online
A quarter of Egyptians prioritise relaxation when travelling
Gen X are most likely to look for all-inclusive hotels and resorts when travelling

HEALTH AND WELLNESS

Egyptians engage in walking or hiking
Older generations use a bicycle as a means of sport
Consumers are interested in meditation to improve wellbeing

SUSTAINABLE LIVING

Consumers seek to positively impact the environment through everyday actions
Consumers actively pursuing environmentally-conscious lifestyles
Egyptians are motivated to opt for products that consume less energy
Generation Z are more likely to buy from brands that support their social/political views

SHOPPING

Consumers in Egypt like to visit shopping malls above the global result
Millennials and Generation X buy fewer, higher quality goods
Many consumers in Egypt search for established or renowned names
Millennials are most likely to seek strong of well-known brands
Half of consumers in Egypt subscribe to streaming services online

SPENDING

Consumers are set to increase spending on education

Gen Z is set to increase spending on new technology the most
Over 30% of consumers feel at ease with their present monetary state
Millennials can regularly save a part of their income
Over half of consumers intend to save money over the next 12 months

TECHNOLOGY

Consumers proactively oversee the sharing of data and privacy preferences
Baby Boomers state that tailored promotions utilising their search are intrusive
Consumers in Egypt use a communication or messaging apps
Younger generations regularly access their bank account or use banking services online
Baby Boomers are most likely to use health or fitness apps
Consumers in Egypt engage with customer support agents via social media channels
Millennials help promote products by sharing online

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