

# Appliances and Electronics Specialists in Egypt

March 2023

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## Appliances and Electronics Specialists in Egypt - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Rising inflation and import shortages push up retail prices  
Local sellers continue to struggle post-pandemic  
Samsung improves lead in fragmented category

#### PROSPECTS AND OPPORTUNITIES

Steady growth as economic conditions gradually improve  
Deel platform from B-Tech supports merchants  
New players and branch openings will shape the upcoming period

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Retailing developments  
What next for retailing?

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Informal retail  
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Seasonality  
Holy Month of Ramadan:  
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