

Mobile Phones in Egypt

August 2022

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Smartphones sales volume to see declines due to rising prices and reducing consumer purchasing power

Major international players monopolise smartphone shares whilst feature phone brand Hope sees declining sales due to low quality

End of collection documents for imports further impacts costs; players partner with Valu to offer flexible payment solutions

PROSPECTS AND OPPORTUNITIES

Year-on-year growth expected for smartphones as the number of mobile internet users continue to rise

Local production of smartphones is expected to increase as players strive to avoid customs tax and higher prices

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