

# Electronics and Appliance Specialist Retailers in Egypt

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## Abstracts

Whilst the economic uncertainty triggered by the pandemic led many consumers to postpone purchases of big-ticket items like fridge freezers and automatic washing machines, the lockdown in 2020 led to particularly strong demand for tablet computers and smartphones. During the COVID-19 crisis, a significant number of educational institutions shifted towards online learning, leading many middle- and high-income parents to purchase a separate tablet or computer for each of their children. Similarly,...

Euromonitor International's Electronics and Appliance Specialist Retailers in Egypt report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Electronics and Appliance Specialist Retailers market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Demand for electronic devices continues to thrive thanks to more time at home

Quality products, competitive pricing and local manufacturing facilities are boosting the share of leading brand Samsung

B-Tech recovers share and consumer interest as a one-stop appliances shop

#### PROSPECTS AND OPPORTUNITIES

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EIAraby to continue rising in channel by investing in a digital future

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