

# Megatrends in Egypt

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## Abstracts

This Megatrends report highlights long-term trends resulting from shifts in consumer values and behaviour. It provides a summary of each of Euromonitor International's eight focus megatrends and insights as to how each trend has manifested in Egypt.

Euromonitor's Megatrends in Egypt report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

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

### Why buy this report?

Get a detailed picture of the Megatrends 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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Scope

The drivers shaping consumer behaviour

Megatrends framework

Businesses harness megatrends to renovate, innovate and disrupt

Digital living

Telda launches payment app and pre-paid card without the need for a bank account

Egyptians are increasingly reliant on mobile apps

Consumers are protective of their personal data

Gen X pay the most attention to data settings

Friends and family remain the most trusted source of information

Return to in-person activities expected post-pandemic

Experience more

Egyptian cloud kitchen platform The Food Lab set for further expansion

Egyptians enjoy all types of experience

Online socialising is more common than face-to-face amid pandemic

Holidaymakers prioritise relaxation and safety when picking a destination

Baby Boomers are most likely to carry out more online activities

Middle class reset

Amenli provides a digital solution to bring insurance to the mass market

Over a third of Egyptians lead a minimalist lifestyle

The concept of repurposing is gaining traction

Baby Boomers are most likely to ramp up second-hand purchases

Premiumisation

Majid Al Futtaim launches upscale Carrefour Market Gourmet concept

Consumers are eager for a simpler life

Most Egyptians are confident in their long-term investments

Quality is an important consideration in the path to purchase

Shifting market frontiers

Paymob empowers Egyptian merchants by enabling them to accept digital payments

International products more widely available, despite supply disruptions

Baby Boomers are the most focused on supporting local businesses

Shopping reinvented

New online marketplace Kenzz focuses on the needs of the mass market

M-commerce is now the most common shopping method in most categories

Egyptians are engaging more with brands on social media

Gen X are the most likely to interact with companies

Sustainable living

Waste collection scheme for aseptic cartons incentivises households to recycle

Helping those in need is an important element of Egyptian culture

Egyptians are less likely to vote than their global counterparts

Recyclable and glass packaging are seen as the most sustainable

Wellness

Esaal provides a convenient and secure e-health solution for consumers

Egyptians are showing a greater interest in health and nutrition

Meditation and massage are seen as key antidotes to stress

Egyptians have strongly embraced health tech

Consumers remain cautious about health and safety post-pandemic

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