

Egypt Home Appliances - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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Abstracts

The Egypt Home Appliances Market size is estimated at USD 6.42 billion in 2024, and is expected to reach USD 10.61 billion by 2029, growing at a CAGR of 8.97% during the forecast period (2024-2029).

Egypt's home appliances have observed a continuous increase in revenue over the years. Major appliances have a significant revenue share of more than 60%, leading to an increasing number of manufacturers expanding their major home appliance sales in the market. Demand for compact and energy-efficient appliances in Egypt is observing a continuous increase, with rising construction activities contributing to the market for inbuilt appliances.

With rising levels of income and technological innovations, smart home device ownership in Egypt is observing a continuous increase, leading to home appliance manufacturers investing more in launching new smart home appliance products. Bosch, Vitamix, Samsung, and Frigidaire are among some of the major firms existing in Egypt's home appliance market. During the recovery from the pandemic, household disposable income in Egypt had observed a continuous increase, creating a positive externality for home appliance sales with their rising demand in the market.

Al Qahirah, Al Iskandariyah, Al Jizah, and Subra Al Khayman, over the period, had emerged as the largest Egyptian cities with a continuously expanding market for home appliances because of rising disposable income and expenditure of people. Post-COVID-19 online sales of home appliances in Egypt as well has observed an increase through sales channels of E-commerce and direct websites of manufacturers.

Egypt Home Appliances Market Trends

Rising Sales of Major Appliances is Driving the Market

Sales of major appliances in Egypt have observed a continuous increase over the years with a continuous increase in its market revenue. Cookers, Ovens, and refrigerators are among the segments of home appliances with the largest revenue share in sales of Egypt's major household appliances. Bosch, Samsung, and Frigidaire are among the key players manufacturing and selling major household appliances in Egypt. Among the sales channels online revenue share of major home appliances in the country is observing a continuous increase, existing at more than 5.5% of sales among the major household appliances in Egypt. These trends are leading to Egypt emerging as a major opportunity for businesses manufacturing major home appliances and reaping the existing market benefits.

Rising Online Sales of Home Appliances

The social and economic response to the COVID-19 pandemic accelerated digital transformation globally. Egypt was not an exception. Rapidly increasing internet penetration rates have pushed the e-commerce market to expand in Egypt. A large number of e-commerce platforms have also gained the attention of the Egyptians and persuaded them to shift towards e-commerce and other digital platforms. As the online sales of major and small appliances in Egypt are observing a continuous rise, it is leading to an increasing number of manufacturers offering their products through e-commerce and direct website channels. The number of users of E-commerce in Egypt has observed a continuous increase over the years creating a positive externality for the sales of home appliances in the country and diversification of revenue generation for the manufacturers of home appliances.

Egypt Home Appliances Industry Overview

Egypt's home appliance market is partially fragmented, with a continuous increase in the number of players entering the market. Technological and product innovations in the market are leading to home appliance products being more efficient and advanced.

Some of the players existing in Egypt's home appliance market are LG Electronics, Bosch, Samsung, Bahgat Group and Carrier Corporation.

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