



Euromonitor
International

Appliances and Electronics Specialists in Egypt

March 2024

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Appliances and Electronics Specialists in Egypt - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Influx of investments but Universal Group continues to struggle
Chinese giant invests in Haier Egypt hub
GAFI issues two new gold licenses

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Consumers to look for deals to purchase higher-value items
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Electrolux divests to focus on enhancing the consumer experience

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Informal retail
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