

Refrigeration Appliances in Egypt

January 2025

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Refrigeration Appliances in Egypt - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fridge freezers benefit from demographic trends and a strong competitive landscape Freestanding freezers gain from the need for more food storage capacity After-sales services win over consumers

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Refrigeration appliances to continue to offer development and growth opportunities E-commerce to gain traction as a more affordable and effective channel for refrigeration appliances More stable unit prices to encourage sales of refrigeration appliances

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