



# Microwaves in Egypt

December 2023

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## Microwaves in Egypt - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Microwaves witness sharp decline in volume sales after price hikes  
Local brands continue to gain share at the expense of global brands  
Built-in microwaves continue to show slight volume sales decline

#### PROSPECTS AND OPPORTUNITIES

Microwaves driven by need for convenience among busy urban consumers  
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E-commerce is to continue supporting growth in microwaves

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