

Air Treatment Products in Egypt

January 2025

Table of Contents

Air Treatment Products in Egypt - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail volume sales of air purifiers rebound as availability improves

The demand for cooling fans rebounds amid population growth, hot weather and high electricity costs Intense price promotions and exceptionally hot weather boost the demand for air conditioners

PROSPECTS AND OPPORTUNITIES

Key demographic and climate factors to push retail volume sales of air conditioners and cooling fans E-commerce to continue to make gains as more consumers value online shopping Air coolers to witness growing demand in upper Egypt

CATEGORY DATA

- Table 1 Sales of Air Treatment Products by Category: Volume 2019-2024
- Table 2 Sales of Air Treatment Products by Category: Value 2019-2024
- Table 3 Sales of Air Treatment Products by Category: % Volume Growth 2019-2024
- Table 4 Sales of Air Treatment Products by Category: % Value Growth 2019-2024
- Table 5 Sales of Air Conditioners by Smart Appliances: % Volume 2020-2024
- Table 6 NBO Company Shares of Air Treatment Products: % Volume 2020-2024
- Table 7 LBN Brand Shares of Air Treatment Products: % Volume 2021-2024
- Table 8 Distribution of Air Treatment Products by Format: % Volume 2019-2024
- Table 9 Production of Air Conditioners: Total Volume 2019-2024
- Table 10 Forecast Sales of Air Treatment Products by Category: Volume 2024-2029
- Table 11 Forecast Sales of Air Treatment Products by Category: Value 2024-2029
- Table 12 Forecast Sales of Air Treatment Products by Category: % Volume Growth 2024-2029
- Table 13 Forecast Sales of Air Treatment Products by Category: % Value Growth 2024-2029

Consumer Appliances in Egypt - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

- Table 14 Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025
- Table 15 Replacement Cycles of Consumer Appliances by Category 2019-2025

MARKET DATA

- Table 16 Sales of Consumer Appliances by Category: Volume 2019-2024
- Table 17 Sales of Consumer Appliances by Category: Value 2019-2024
- Table 18 Sales of Consumer Appliances by Category: % Volume Growth 2019-2024
- Table 19 Sales of Consumer Appliances by Category: % Value Growth 2019-2024
- Table 20 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024
- Table 21 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024
- Table 22 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024
- Table 23 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024
- Table 24 Sales of Small Appliances by Category: Volume 2019-2024
- Table 25 Sales of Small Appliances by Category: Value 2019-2024
- Table 26 Sales of Small Appliances by Category: % Volume Growth 2019-2024

- Table 27 Sales of Small Appliances by Category: % Value Growth 2019-2024
- Table 28 NBO Company Shares of Major Appliances: % Volume 2020-2024
- Table 29 LBN Brand Shares of Major Appliances: % Volume 2021-2024
- Table 30 NBO Company Shares of Small Appliances: % Volume 2020-2024
- Table 31 LBN Brand Shares of Small Appliances: % Volume 2021-2024
- Table 32 Distribution of Major Appliances by Format: % Volume 2019-2024
- Table 33 Distribution of Small Appliances by Format: % Volume 2019-2024
- Table 34 Forecast Sales of Consumer Appliances by Category: Volume 2024-2029
- Table 35 Forecast Sales of Consumer Appliances by Category: Value 2024-2029
- Table 36 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029
- Table 37 Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029
- Table 38 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029
- Table 39 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029
- Table 40 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029
- Table 41 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029
- Table 42 Forecast Sales of Small Appliances by Category: Volume 2024-2029
- Table 43 Forecast Sales of Small Appliances by Category: Value 2024-2029
- Table 44 Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029
- Table 45 Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

APPENDIX

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SOURCES

Summary 1 - Research Sources

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