



Large Cooking Appliances in Egypt

December 2023

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Large Cooking Appliances in Egypt - Category analysis

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2023 DEVELOPMENTS

Demand remains strong for this essential household appliance

Built-in ovens and freestanding hoods suffer decline as consumer purchasing power weakens

Fresh Electric Co extends its lead as affordable brands gain share

PROSPECTS AND OPPORTUNITIES

Large cooking appliance sales are anticipated to improve

E-commerce and digital marketing will be crucial tools

Dominance of gas cookers will deepen thanks to long-standing popularity

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