

Consumer Lifestyles in Egypt

June 2025

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Consumer landscape in Egypt 2025

PERSONAL TRAITS AND VALUES

Personal traits and values

Consumers in Egypt look for ways to simplify their life

Time for children: Most prioritised amongst Millennials

Consumers in Egypt feel at ease expressing their identity among loved ones

Consumers have a habit for testing out fresh merchandise and offerings

Millennials most strong in their believe their life will be better in future

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Connecting with loved ones is the most popular home activity among all generations

Consumers enjoy interacting with companions face-to-face

Energy efficiency: Most desired home feature by Baby Boomers

Urban or inner city location: Most desired external feature by Gen X

Respondents desire to unwind when travelling

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Consumers in Egypt look for healthy ingredients in food and beverages

Younger generations more likely to claim they do not have time for cooking

Consumers cook or bake for themselves regularly

Gen X look for healthy ingredients in food and beverages

Consumers are ready to pay more for products with superior taste

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Younger generations want to work where ethical and social responsibilities a priority

Consumers in Egypt want to be able to work from home

Younger generations want to quickly move up the ranks

Consumers expect to work from home in the future

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Many Egyptians walk or hike for exercise

Older generations effectively use meditation as stress-reduction activity

Egyptians consider all natural to be the most influential product feature

Baby Boomers use apps to track health or fitness

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Egyptians love searching for discounts

Gen X like to visit shopping malls

Generation X seek products with easy to understand labels

Baby Boomers most likely to say that buying eco-conscious products makes them feel good Egyptians often donate used items to a charity or non-profit
Older generations often write reviews for a products or services
Egyptians place highest trust in recommendations from friends and family
Consumers in Egypt expect to spend more on health and wellness
Baby Boomers are most comfortable with their current monetary status
Shopping and spending survey highlights

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