



Euromonitor  
International

# Refrigeration Appliances in Egypt

March 2026

Table of Contents

## Refrigeration Appliances in Egypt - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Egyptian consumers prioritise efficiency as urbanisation accelerates

Chart 1 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Energy efficiency drives steady growth

Chart 2 - LG's 10-year Compressor Warranty Adds Value to inverter Models

Fridge freezers dominate demand in Egypt

Chart 3 - Tornado RF-40FTV-SL: 3-Door Design Enhances Efficiency

Multifunctionality and compact design meet Egypt's urban household needs

Chart 4 - Beko's MultiZone and HarvestFresh Features Enhance Flexibility

#### WHAT'S NEXT?

Category expansion to be driven by rising urbanisation and freezer demand

Health and energy efficiency to drive fridge freezer growth

Chart 5 - Analyst Insight

#### COMPETITIVE LANDSCAPE

Competition intensifies with emerging brands

#### CHANNELS

Specialists drive sales with local warranty and expert advice

#### COUNTRY REPORTS DISCLAIMER

[Consumer Appliances in Egypt - Industry Overview](#)

#### EXECUTIVE SUMMARY

Smart, efficient and space saving appliances shape demand

#### KEY DATA FINDINGS

Chart 6 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Rising incomes and urbanisation drive appliance demand

Sustainability and energy efficiency to the fore

Chart 7 - The "Class A" Energy Label as a Primary Purchase Driver

Compact, multifunctional appliances meet urban needs

Chart 8 - Kenwood 16-in-1 Pressure Cooker's Versatility and Multifunctionality

Busy consumers value convenient, time-saving solutions around the home

Chart 9 - Beko CookFit 2-in-1 Air Fryer for Customisable Dual-zone Freedom

#### WHAT'S NEXT?

Household penetration to drive sales of key appliances

Financing and digital influence will shape future demand

Chart 10 - Analyst Insight

Chart 11 - Growth Decomposition of Consumer Appliances 2024-2029

#### COMPETITIVE LANDSCAPE

Fresh Electric maintains leadership with value-driven strategy

## CHANNELS

Appliances and electronics specialists drive offline sales

## ECONOMIC CONTEXT

Chart 12 - Real GDP Growth and Inflation 2020-2030

Chart 13 - PEST Analysis in Egypt 2025

## CONSUMER CONTEXT

Chart 14 - Key Insights on Consumers in Egypt 2025

Chart 15 - Consumer Landscape in Egypt 2025

## COUNTRY REPORTS DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/refrigeration-appliances-in-egypt/report](http://www.euromonitor.com/refrigeration-appliances-in-egypt/report).