



Euromonitor
International

Personal Care Appliances in Egypt

March 2026

Table of Contents

Personal Care Appliances in Egypt - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health focus and digital channels drive sustained growth

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Recovering purchasing power drives sales

Chart 2 - Philips StraightCare Essential ThermoProtect Straightener for Healthy Hair Styling

Hair care appliances records most dynamic growth

Chart 3 - Philips Multigroom 13-in-1 Exemplifies Convenience and Customisation

WHAT'S NEXT?

Hair care appliances to outpace category expansion

Chart 4 - Braun Silk-épil Epilator 9 Series Offers All-in-One Solution for Women

Digital influence and product innovation to drive business growth

Chart 5 - Analyst Insight

COMPETITIVE LANDSCAPE

Procter & Gamble maintains lead in concentrated landscape

CHANNELS

Specialist retailers dominates distribution of personal care appliances

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/personal-care-appliances-in-egypt/report.