



**Euromonitor
International**

Home Video in Egypt

July 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Volume sales of TVs maintain growth, driven by greater number of households
Samsung continues to lead TVs in 2025
Appliances and electronics specialists is the leading distribution channel for TVs

PROSPECTS AND OPPORTUNITIES

Volume sales of TVs expected to maintain growth
Transparent and flexible screens by LG show direction of travel in home video
AI-Powered smart TVs will become available in Egypt in the near future

CATEGORY DATA

Table 1 - Sales of Home Video by Category: Volume 2020-2025
Table 2 - Sales of Home Video by Category: Value 2020-2025
Table 3 - Sales of Home Video by Category: % Volume Growth 2020-2025
Table 4 - Sales of Home Video by Category: % Value Growth 2020-2025
Table 5 - Sales of LCD TVs by Network Connectivity: % Retail Volume 2020-2025
Table 6 - NBO Company Shares of Home Video: % Volume 2021-2025
Table 7 - LBN Brand Shares of Home Video: % Volume 2022-2025
Table 8 - Distribution of Home Video by Channel: % Volume 2020-2025
Table 9 - Forecast Sales of Home Video by Category: Volume 2025-2030
Table 10 - Forecast Sales of Home Video by Category: Value 2025-2030
Table 11 - Forecast Sales of Home Video by Category: % Volume Growth 2025-2030
Table 12 - Forecast Sales of Home Video by Category: % Value Growth 2025-2030
Table 13 - Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2025-2030

Consumer Electronics in Egypt - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2025: The big picture
2025 key trends
Competitive landscape
Channel developments
What next for consumer electronics?

MARKET DATA

Table 14 - Sales of Consumer Electronics by Category: Volume 2020-2025
Table 15 - Sales of Consumer Electronics by Category: Value 2020-2025
Table 16 - Sales of Consumer Electronics by Category: % Volume Growth 2020-2025
Table 17 - Sales of Consumer Electronics by Category: % Value Growth 2020-2025
Table 18 - NBO Company Shares of Consumer Electronics: % Volume 2021-2025
Table 19 - LBN Brand Shares of Consumer Electronics: % Volume 2022-2025
Table 20 - Distribution of Consumer Electronics by Channel: % Volume 2020-2025
Table 21 - Forecast Sales of Consumer Electronics by Category: Volume 2025-2030
Table 22 - Forecast Sales of Consumer Electronics by Category: Value 2025-2030
Table 23 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2025-2030
Table 24 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2025-2030

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SOURCES

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