



Euromonitor  
International

# Consumer Values and Behaviour in Egypt

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Table of Contents

## CONSUMER VALUES AND BEHAVIOURS IN EGYPT

### Scope

### HIGHLIGHTS

Consumer values and behaviour in Egypt

### PERSONAL TRAITS AND VALUES

Consumers in Egypt have complex ideals, preferences and concerns

Baby Boomers like to ensure health and safety measures are in place before they go out

Egyptians like to try new products and services

Millennials require personalized offerings that are tailored to their individual preferences

Consumers in Egypt are looking forward to a brighter future

Younger generations believe their lives will be better in future

### HOME LIFE

At home, consumers connect with friends or family virtually

Safe location - the most desired home feature

### COOKING AND EATING HABITS

Egyptians prefer to cook or bake dishes for themselves

Egyptians say that someone else living with them is in charge of making their meals

Younger generations state that they are unfamiliar with the techniques of preparing food

Consumers look for healthy ingredients in food and beverages

### WORKING LIFE

Older generations expect to work for themselves

Consumers primarily desire to make a substantial amount of money

Consumers in Egypt say they uphold a division between their job and private life

### LEISURE

Consumers enjoy socialising with friends online

Older generations prefer socialising with friends in person

Consumers in Egypt primarily seek relaxation when travelling

Baby Boomers expect safe destination options when travelling

### HEALTH AND WELLNESS

Consumers participate in walking or hiking

Older generations participate in walking or hiking

Egyptians are interested in meditation to improve wellbeing

### SUSTAINABLE LIVING

Consumers in Egypt try to have a positive impact on the environment

Egyptian consumers actively engaged in adopting more sustainable behaviors

Egyptians motivated to opt for products that consume less energy

Consumers in Egypt use social media to share their views

### SHOPPING

Consumers in Egypt like to visit shopping malls

Baby Boomers say they would rather buy fewer, but higher quality things

Consumers in Egypt frequently search for affordable and store-brand items

Gen X wants to lead a minimalist lifestyle, only buying what they need

Egyptians subscribe to online platforms for streaming media

### SPENDING

Egyptians expect to increase spending on health and wellness  
Baby Boomers set to increase spending on groceries the most  
Consumers in Egypt show apprehension regarding their current financial condition  
Baby Boomers are satisfied with their current financial standing  
Saving money remains top priority in future

## TECHNOLOGY

Egyptians are proactive in managing data sharing and privacy settings  
Older generations say it is important to share data to receive personalised offers  
Egyptians employ messaging or communication applications  
Older generations regularly access their bank account or use banking services  
Baby Boomers frequently visit online health-related sites  
Consumers engage with businesses' social media content  
Younger generations share or retweet products

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