

VIEWS ON INFLATION IN EGYPT

June 2022

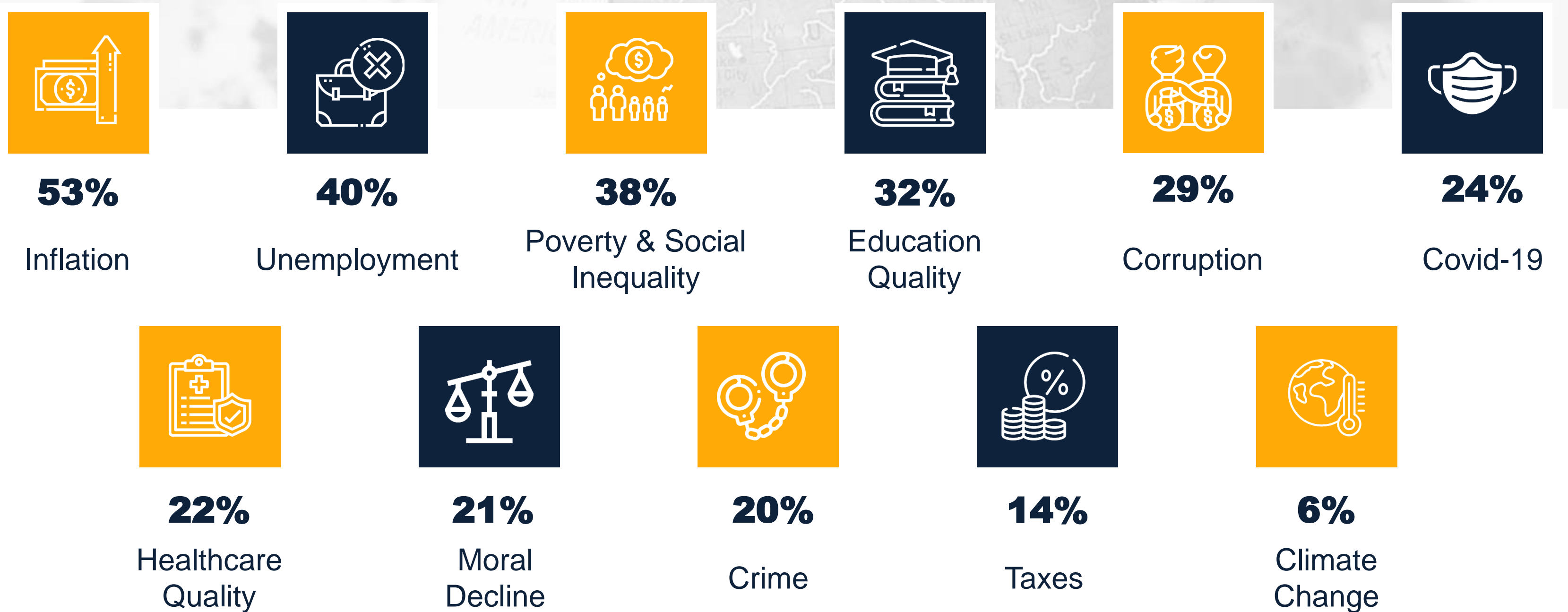
GAME CHANGERS



TOP CONCERNS



Economic Issues Top The List Of Concerns, With Inflation Being The Most Concerning Issue For People Today



Q: What are your top 3 concerns today?

Top Concerns By Demographics



53%

Inflation



40%

Unemployment



38%

Poverty & Social
Inequality



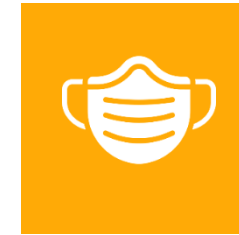
32%

Education
Quality



29%

Corruption



24%

Covid-19

Male	51%	42%	35%	31%	29%	22%
Female	55%	38%	42%	33%	29%	25%
Generation Z	43%	46%	33%	38%	32%	25%
Millennials	54%	39%	36%	33%	26%	32%
Generation X	55%	36%	44%	30%	30%	17%
Baby Boomers	67%	45%	43%	20%	27%	12%
Upper Income	48%	25%	38%	35%	32%	40%
Middle Income	51%	48%	33%	35%	30%	23%
Lower Income	56%	38%	43%	29%	28%	20%

Q: What are your top 3 concerns today?

VIEWS ON PRICES & SPENDING



The Majority Believe That Prices Have Increased, And As A Result, 8 in 10 Are Spending More Compared To 12 Months Ago



96%

Believe That Prices Have
Increased In The Past 12 Months



79%

Are Spending More Compared To
12 Months Ago

Q: Would you say that prices in the country have increased, decreased, or stayed the same over the last 12 months?

Q: Thinking about your expenses today compared to your expenses 12 months ago, has your spending increased, decreased, or stayed the same?

Views On Prices And Spending By Demographics

 **96%**
Believe That Prices
Have Increased In
The Past 12 Months

By Gender



 **79%**
Are Spending More
Compared To 12
Months Ago



By Generation



By Income Level



Q: Would you say that prices in the country have increased, decreased, or stayed the same over the last 12 months?

Q: Thinking about your expenses today compared to your expenses 12 months ago, has your spending increased, decreased, or stayed the same?

People Have Experienced Price Increases Across Most Categories, With Food & Beverage Topping The List

% Increased



96%

Food &
Beverage



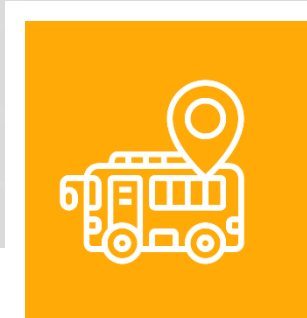
91%

Fashion
Items



91%

Utilities



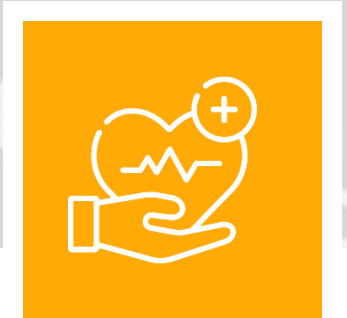
90%

Transportation



84%

Home Care
Items



83%

Healthcare



81%

Personal Care
Items



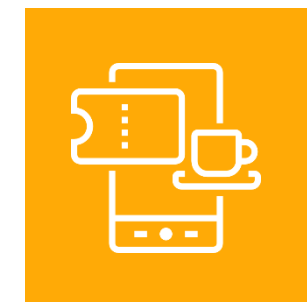
79%

Housing
Expenses



76%

Travel
Expenses



72%

Entertainment &
Eating Out



66%

Tobacco















60%

Telecom/
Internet

Q: For the following items, have you noticed that the prices have increased/decreased/or stayed the same?

Price Increase Per Category By Demographics

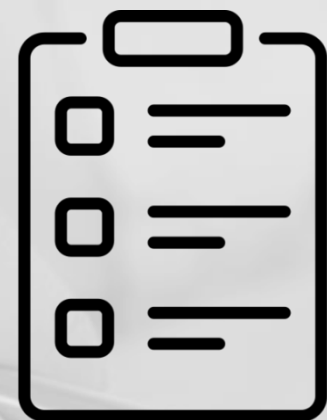
												
	Food & Beverage	Fashion Items	Utilities	Transportation	Home Care Items	Healthcare	Personal Care Items	Housing Expenses	Travel Expenses	Entertainment & Eating Out	Tobacco	Telecom /Internet
Total	96%	91%	91%	90%	84%	83%	81%	79%	76%	72%	66%	60%
Male	96%	89%	90%	88%	82%	78%	73%	79%	73%	68%	72%	58%
Female	97%	93%	92%	91%	85%	87%	89%	80%	80%	75%	60%	62%
Generation Z	94%	92%	84%	88%	72%	76%	81%	71%	75%	73%	61%	53%
Millennials	96%	93%	91%	89%	84%	80%	83%	83%	79%	73%	60%	58%
Generation X	97%	92%	94%	92%	90%	90%	80%	83%	76%	73%	72%	67%
Baby Boomers	98%	80%	98%	90%	90%	86%	78%	80%	71%	58%	80%	65%
Upper Income	93%	92%	87%	87%	82%	67%	80%	77%	83%	82%	72%	50%
Middle Income	98%	94%	90%	91%	86%	85%	86%	81%	82%	76%	64%	63%
Lower Income	96%	89%	93%	90%	83%	85%	77%	79%	70%	65%	66%	61%

Q: For the following items, have you noticed that the prices have increased/decreased/or stayed the same?

MEASURES TAKEN & INFLATION IMPACT



Despite Their Concerns About Inflation, Not Many Have Taken Measures To Deal With It



15%



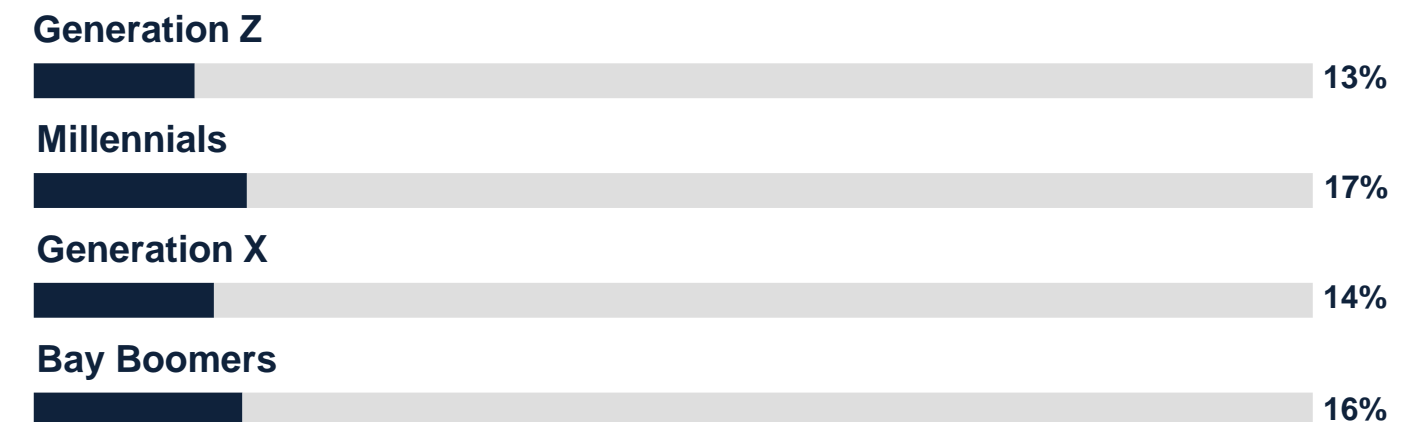
Have Taken Or Plan To Take Measures To Counter The Increase In Prices

Q: Have you taken or are you planning to take any measures to counter the increase in prices?

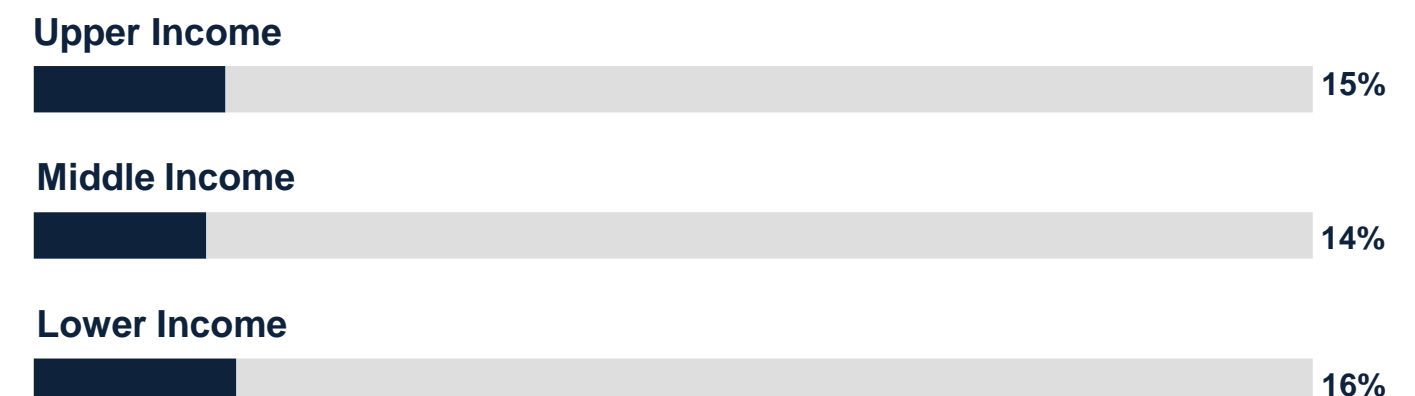
By Gender



By Generation



By Income Level



Consumers Are Most Likely To Buy Only Necessities, Purchase Fewer Items Per Shopping Trip And Eat More Home-Cooked Meals

% Taking Each Measure



Q: Given that you have taken or plan to take certain measures to counter the increase in prices. From the list below, can you please tell us what these measures are?

The Majority Feel Anxious About Their Ability To Afford Daily Expenses, And 8 In 10 Have Downgraded Their Lifestyle To Adjust



79%

Worry About Not Being Able To
Financially Cover Their Daily Expenses



80%

Downgraded Their Way Of Living To
Accommodate The Increase In Prices

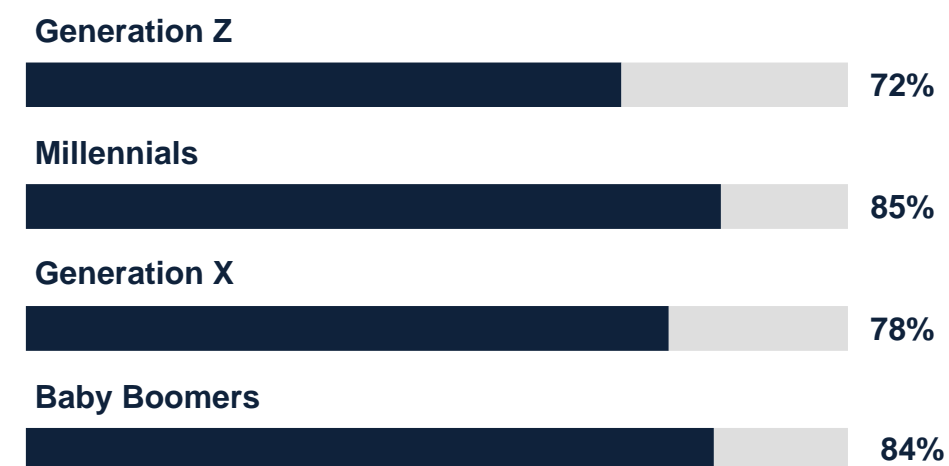
Q: In general, do you agree or disagree with the following statements

Impact Of Inflation By Demographics

By Gender



By Generation



By Income Level

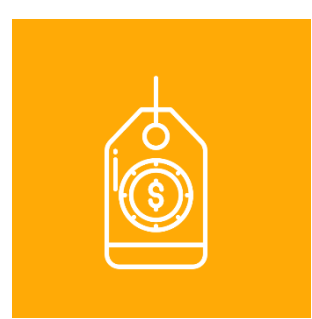


 **79%**
Worry About Not
Being Able To
Financially Cover
Their Daily Expenses

 **80%**
Downgraded Their
Way Of Living To
Accommodate The
Increase In Prices

Q: In general, do you agree or disagree with the following statements

Retailers Increasing Prices, Wars & Conflict As Well As Rising Global Oil Prices Are Seen As The Key Contributors To Rising Prices



50%

Traders & Retailers
Raising Prices



47%

Wars & Conflict
In Key Regions



36%

Increase In
Global Oil Prices



30%

Covid-19



24%

Manufacturers
Raising Prices



22%

Higher Raw
Material Costs



21%

Higher Taxes



19%

High
Shipping Costs



17%

Increased
Consumer Demand




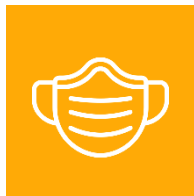








12%

Global Supply
Chain Issues

Q: What do you think is the reason behind the increase in prices in the country?

Inflation Causes By Demographics

										
	50%	47%	36%	30%	24%	22%	21%	19%	17%	12%
	Traders & Retailers Raising Prices	Wars & Conflict In Key Regions	Increase In Global Gas Prices	Covid-19	Manufacturers Raising Prices	Higher Raw Material Costs	Higher Taxes	High Shipping Costs	Increased Consumer Demand	Global Supply Chain Issues
Male	45%	50%	42%	29%	25%	23%	18%	19%	16%	11%
Female	55%	45%	30%	32%	24%	22%	25%	18%	18%	12%
Generation Z	46%	44%	33%	39%	25%	18%	24%	17%	20%	14%
Millennials	55%	48%	40%	35%	22%	17%	21%	16%	16%	8%
Generation X	47%	48%	34%	19%	28%	32%	21%	23%	16%	13%
Baby Boomers	55%	53%	39%	31%	18%	18%	16%	16%	14%	14%
Upper Income	53%	43%	38%	40%	20%	25%	17%	18%	13%	8%
Middle Income	43%	49%	37%	35%	18%	27%	23%	18%	14%	15%
Lower Income	55%	47%	35%	25%	30%	18%	21%	20%	20%	10%

Q: What do you think is the reason behind the increase in prices in the country?

FUTURE OUTLOOK ON INFLATION



Around Half Are Optimistic That Prices Will Start Stabilizing Within 12 Months, 3 In 10 Believe It Could Take Up To 3 Years



Q: Looking ahead, when do you think, prices will start to stabilize again and stop increasing?

SAMPLE & METHODOLOGY

- 500 Respondents
- Nationally Representative
- Males & Females
- 18 Years & Above
- Nationwide Coverage
- Telephone Interviews



THANK YOU

For More Information:

Yasser Omar
Managing Director
IPSOS in Egypt
Email: Yasser.Omar@ipsos.com

GAME CHANGERS

