

A close-up photograph of a hand stacking several gold-colored coins on a wooden surface. The coins are stacked in three columns of increasing height from left to right. The background is a soft-focus view of the hand and more coins.

# **Spotlight\* Egypt**

# **Views On Inflation**

**January - 2024**

**GAME CHANGERS**

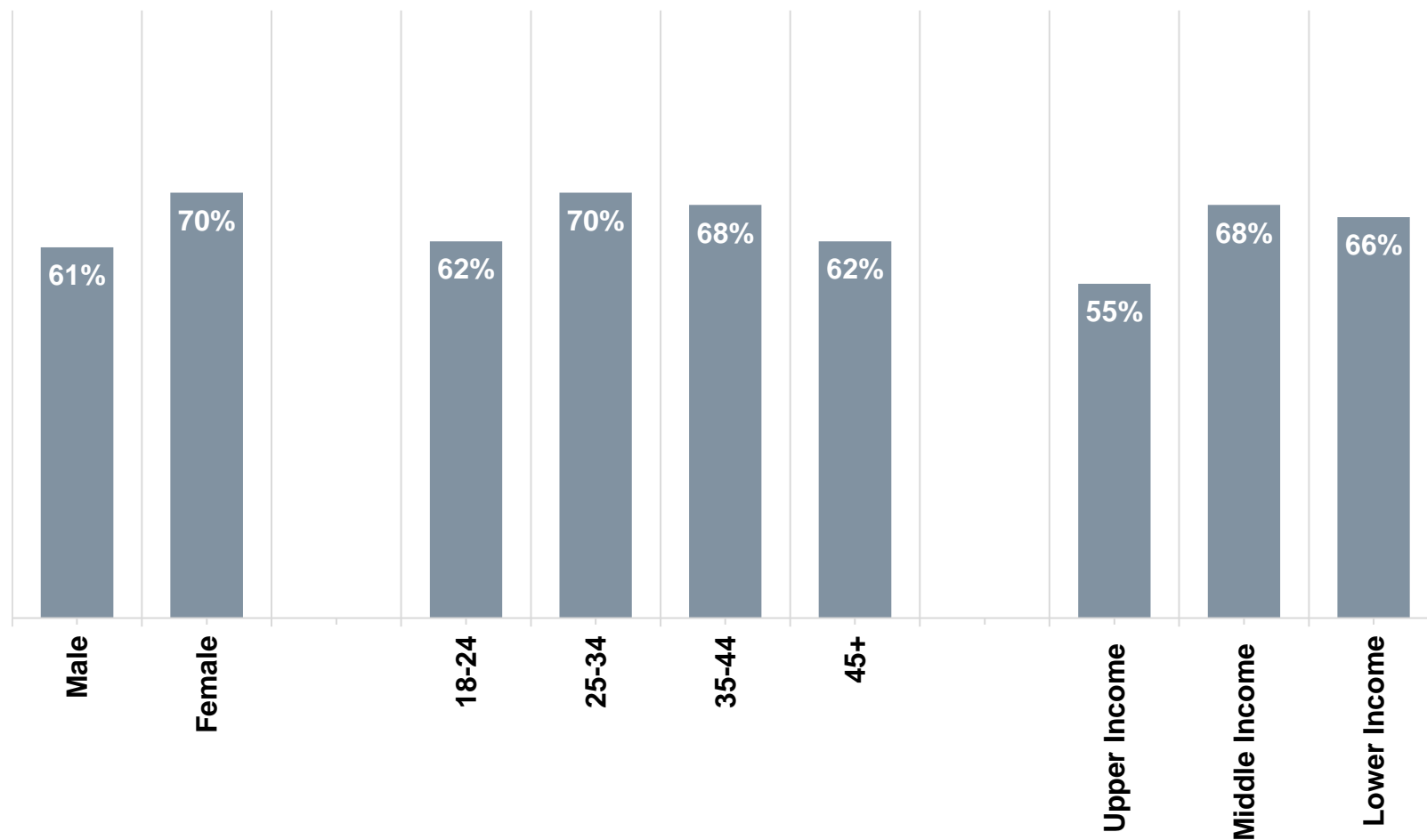
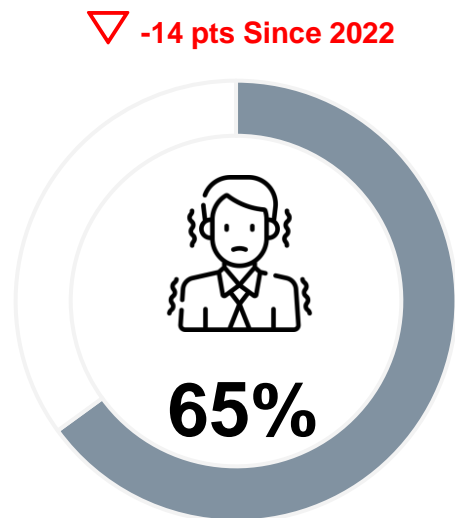




# Financial Worries

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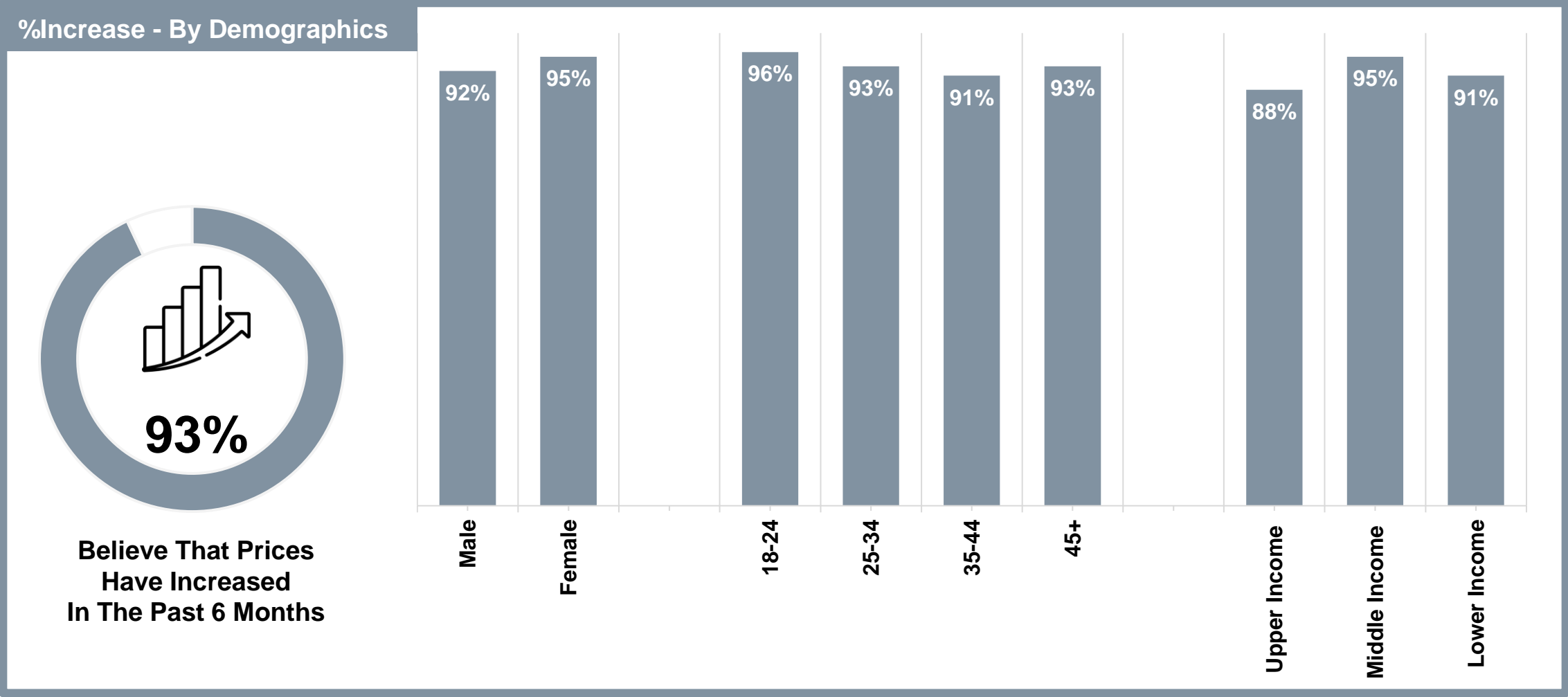
% Agree - By Demographics



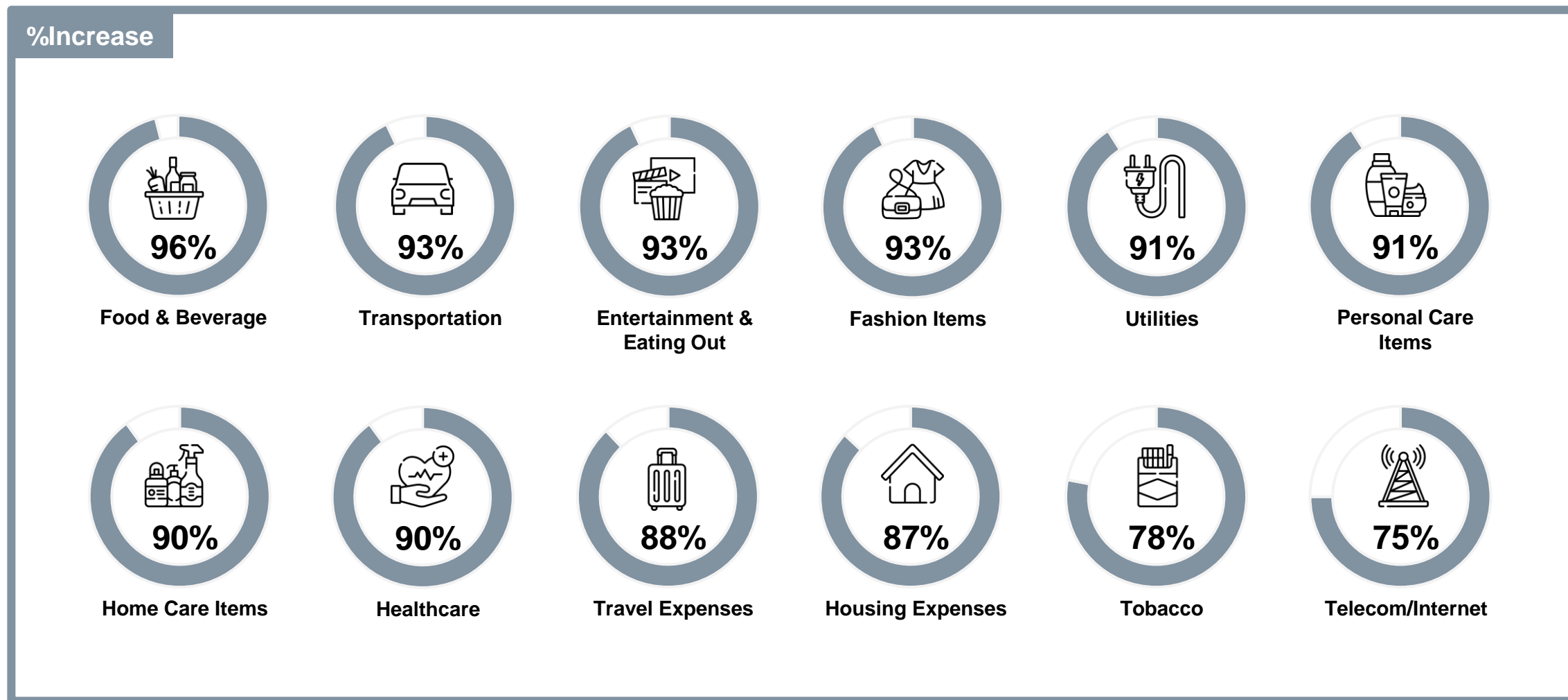
A background image showing a close-up of a hand writing in a spiral notebook with a pen. In the foreground, a calculator is visible, with a finger pressing one of the buttons. The image is slightly blurred and has a diagonal grey overlay on the left side.

# **Views On Prices & Spending**

# Views On Prices















# Views On Price Increase Per Category



# Views On Price Increase Per Category

## %Increase By Demographics

												
	Food & Beverage	Transportation	Entertainment & Eating Out	Fashion Items	Utilities	Personal Care Items	Home Care Items	Healthcare	Travel Expenses	Housing Expenses	Tobacco	Telecom/Internet
Total	96%	93%	93%	93%	91%	91%	90%	90%	88%	87%	78%	75%
Male	96%	93%	94%	92%	91%	87%	88%	89%	90%	88%	84%	77%
Female	96%	93%	93%	94%	91%	95%	92%	91%	87%	86%	73%	73%
16-24	96%	90%	95%	93%	88%	93%	89%	87%	88%	86%	79%	71%
25-34	98%	97%	95%	96%	92%	95%	95%	94%	87%	87%	73%	77%
35-44	93%	92%	91%	89%	88%	88%	89%	89%	89%	84%	82%	69%
45+	96%	91%	92%	93%	95%	87%	87%	88%	89%	89%	81%	79%
Upper Income	96%	92%	93%	91%	84%	88%	88%	80%	88%	79%	79%	67%
Middle Income	96%	93%	94%	94%	94%	92%	91%	93%	89%	89%	78%	77%
Lower Income	98%	96%	91%	91%	87%	87%	89%	89%	85%	91%	79%	74%

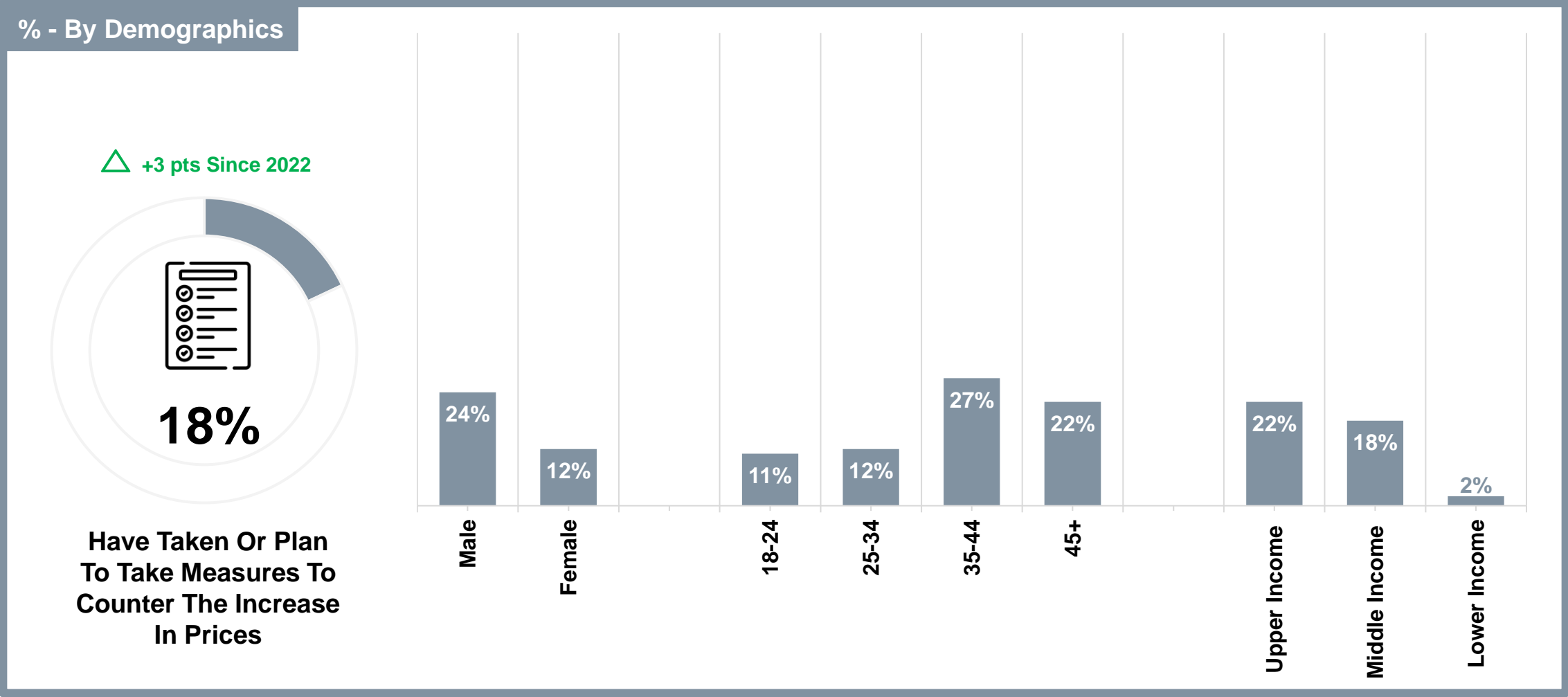




# How Are People Dealing With Inflation?



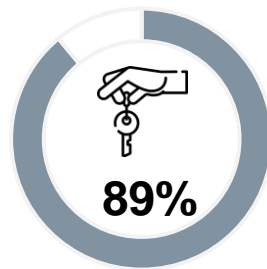
# Taking Measures To Counter The Increase In Prices



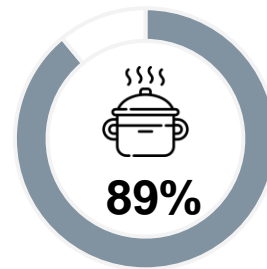
# Top Measures Taken To Counter The Increase In Prices



**Buy Necessities Only**



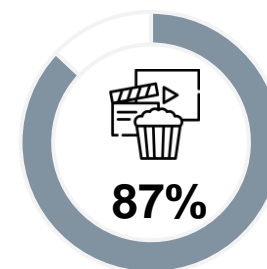
**Postpone Big Purchases**



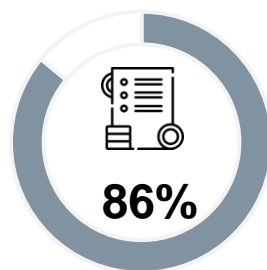
**Have More Home Cooked Meals**



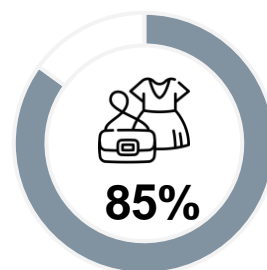
**Buy Fewer Items Per Shopping Trip**



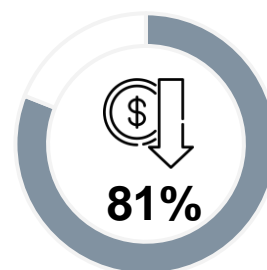
**Scale Back On Social & Entertainment Activities**



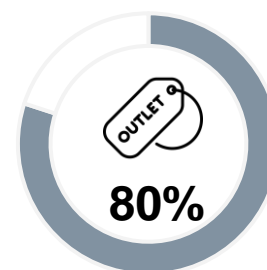
**Keep Track Of Spending Habits**



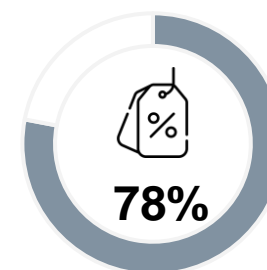
**Shop For Less Fashion Items**



**Purchase Cheaper Brands**



**Shop From Cheaper Outlets**

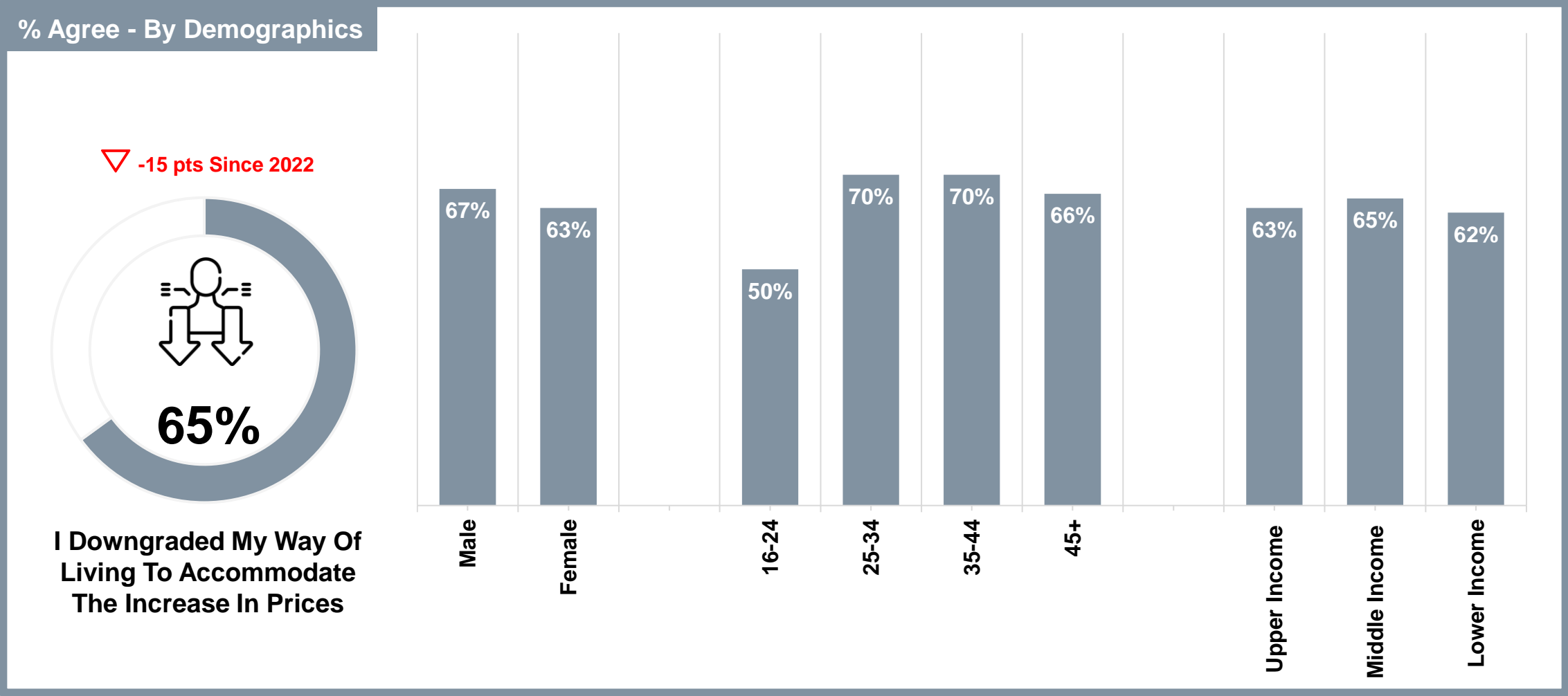


**Buy Products On Promotion**



# The Impact Of Inflation On Lifestyle

# Lifestyle Adjustments In Response To Rising Prices



# Methodology



## Sample Size

500 Respondents



## Sample Criteria

General public.  
representative of the  
population across gender,  
age (18+) and SEC



## Methodology

The survey was conducted via the  
Computer-Aided Telephone  
Interviews



## Geographical Coverage

Conducted in Egypt, with a  
nationwide coverage

The background of the slide features a close-up photograph of a hand placing a coin on top of a stack of several other coins. The coins are metallic and have a textured edge. The hand is positioned in the upper right quadrant, with the thumb and index finger visible. The stack of coins is in the center-right. The overall lighting is warm and soft. In the top left corner, there are diagonal stripes in teal and dark blue.

## For More Information:

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**GAME CHANGERS**

