SPOTLIGHT*EGYPT

SHOPPER BEHAVIOUR & ATTITUDES

January - 2025

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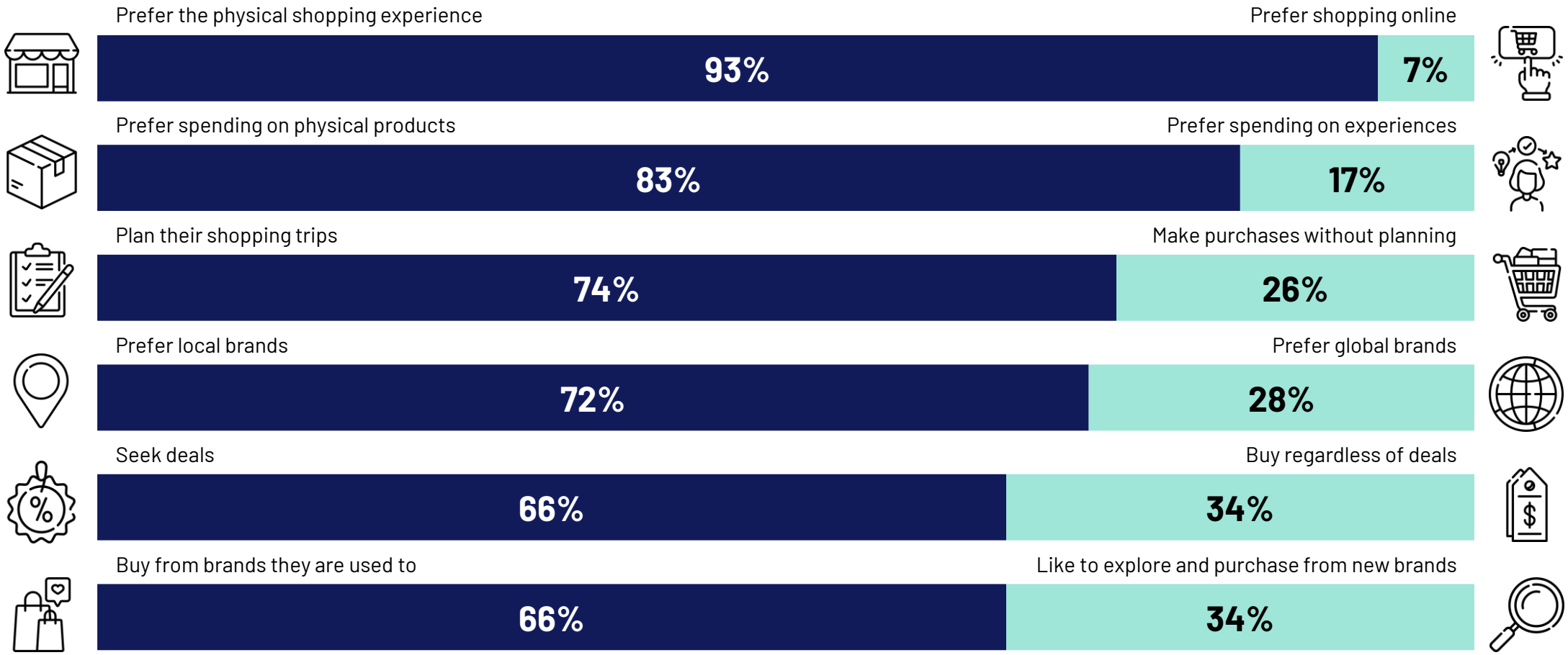
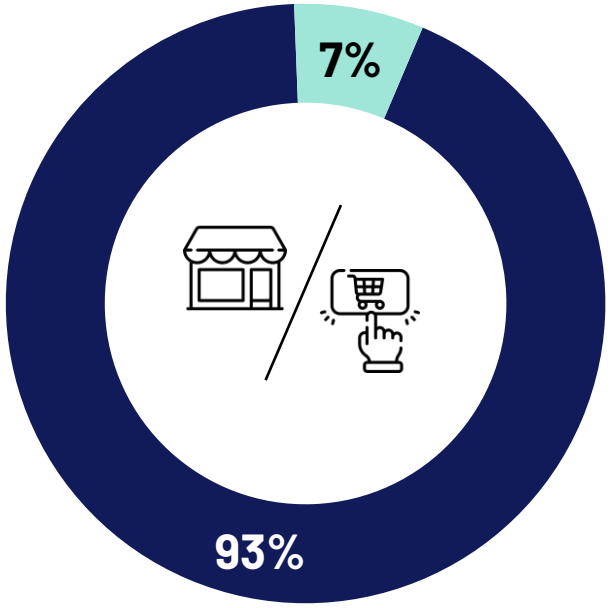
TYPES OF SHOPPERS IN EGYPT

Shopper types



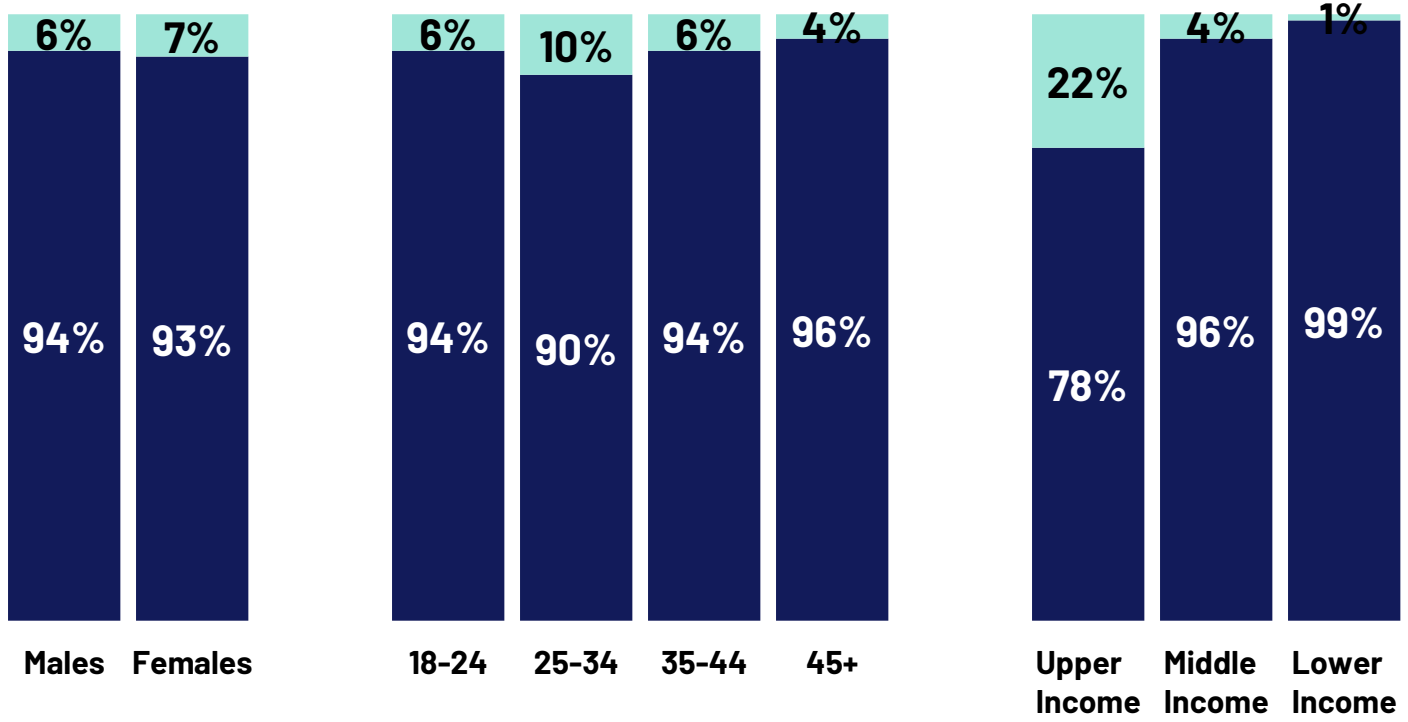
Physical vs. online shopping

% - by demographics



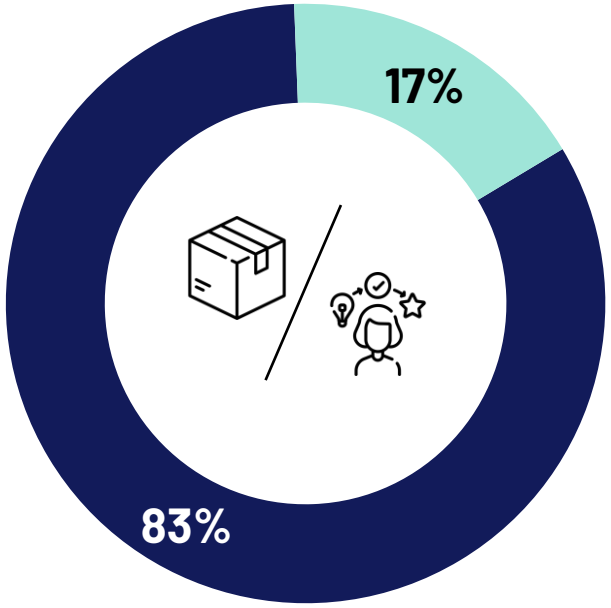
Prefer the physical shopping experience

Prefer shopping online



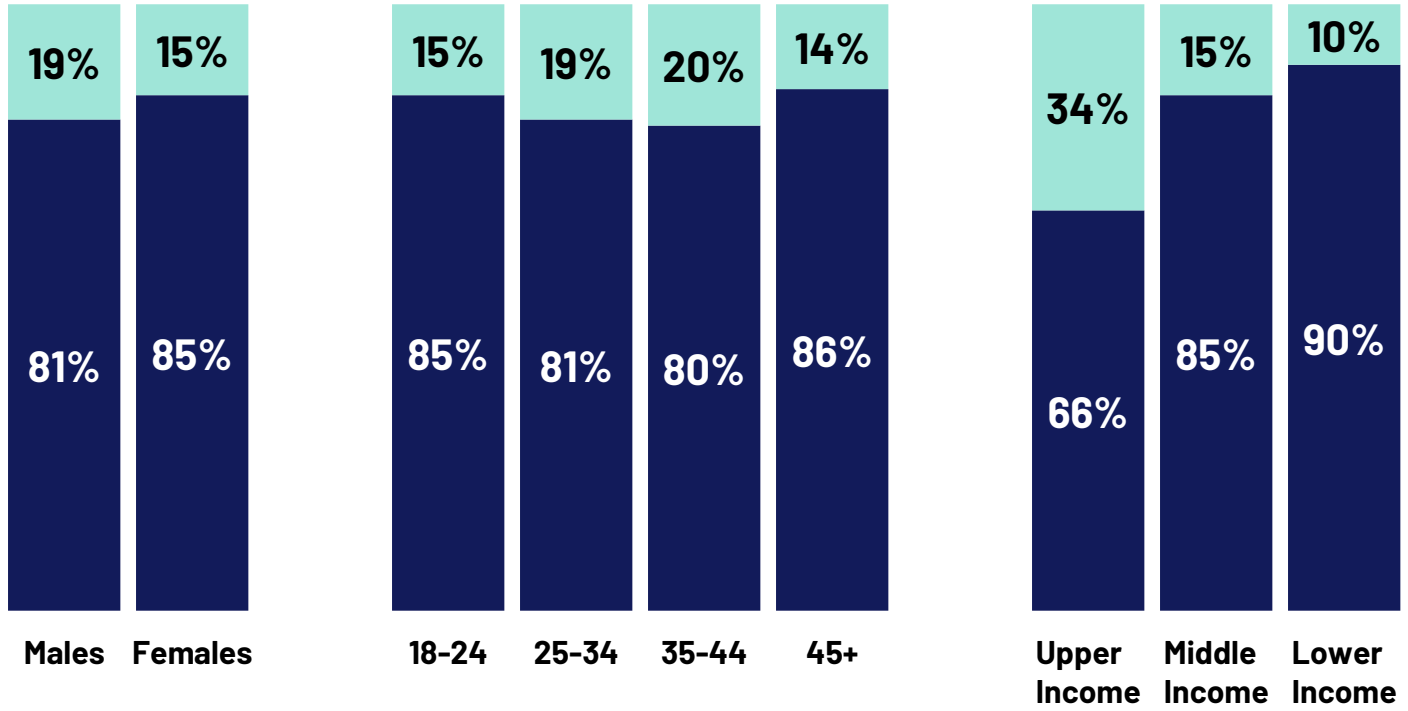
Physical products vs. experiences

% - by demographics



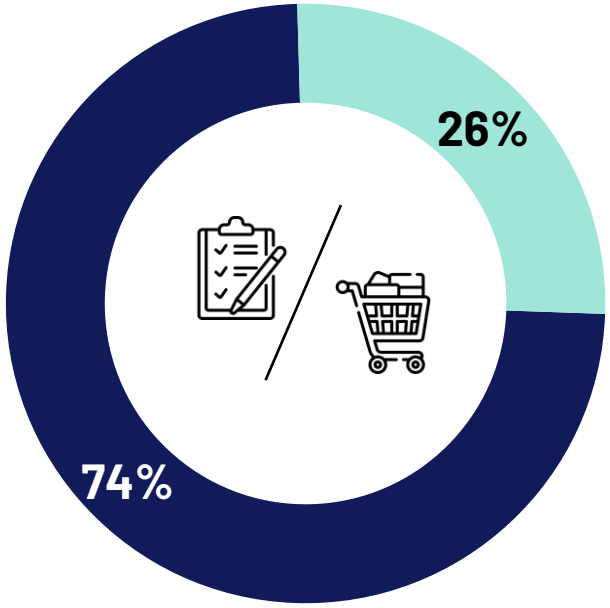
Prefer spending on physical products

Prefer spending on experiences



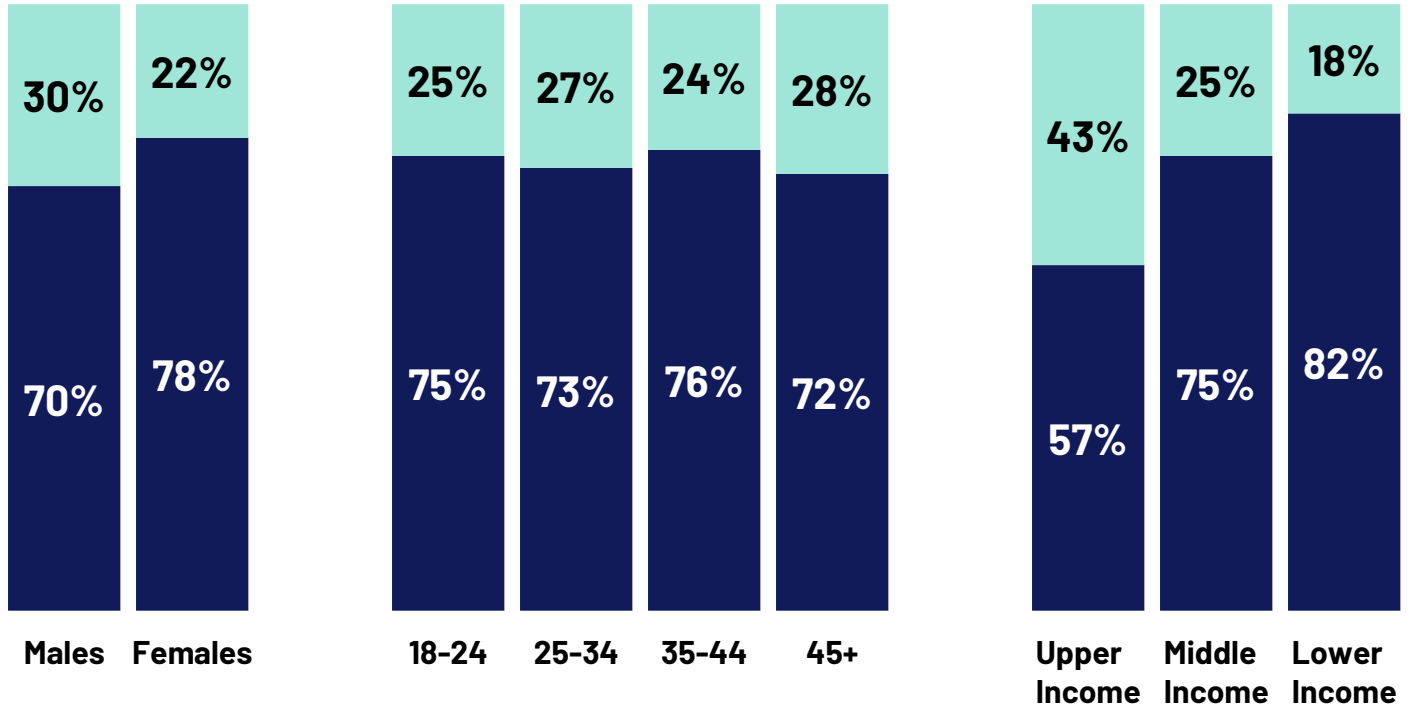
Planned vs. unplanned shopping

% - by demographics



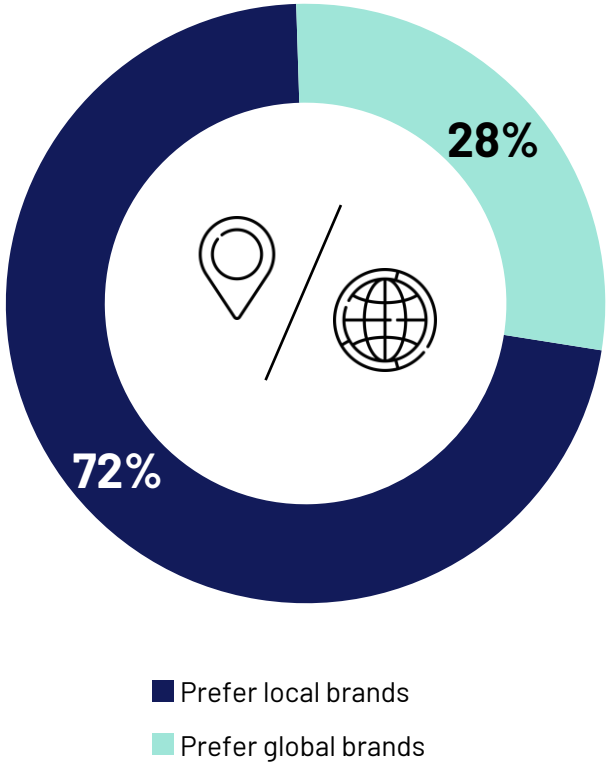
Plan their shopping trips

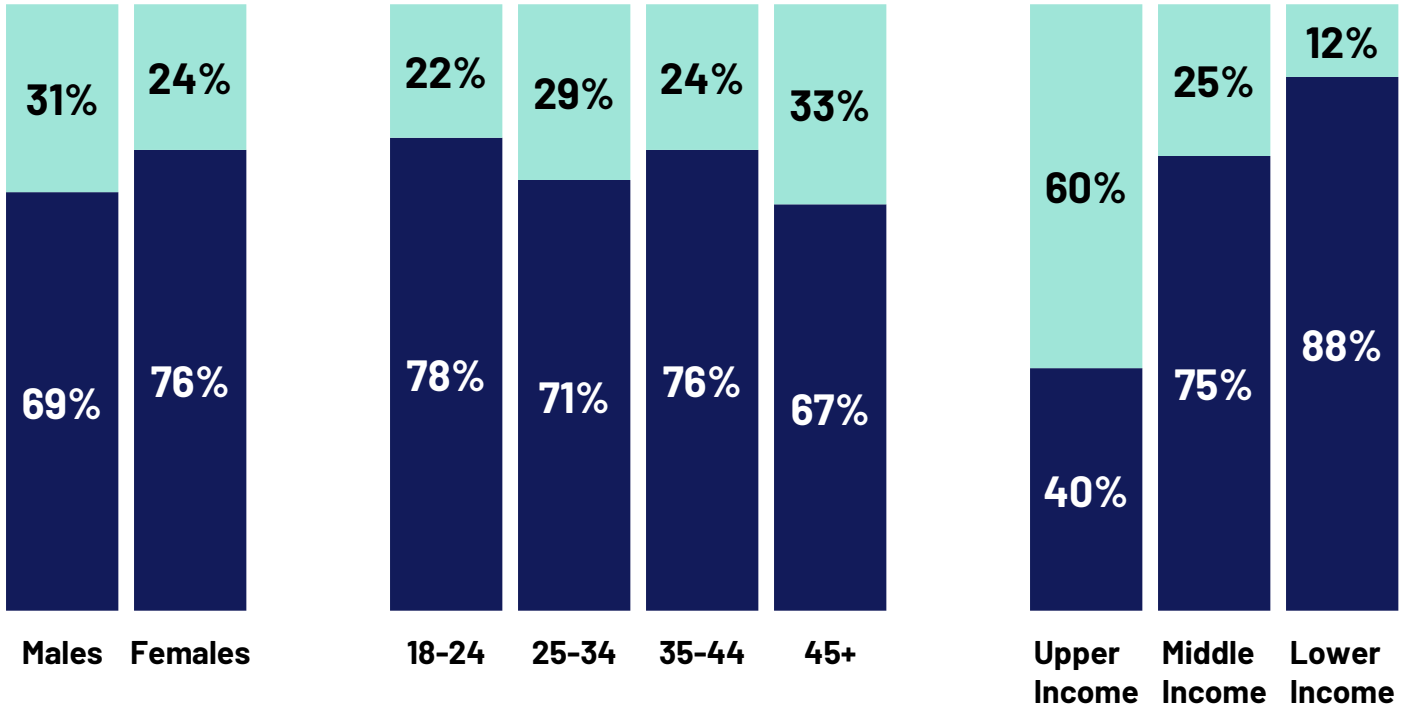
Make purchases without planning



Local vs. international brands

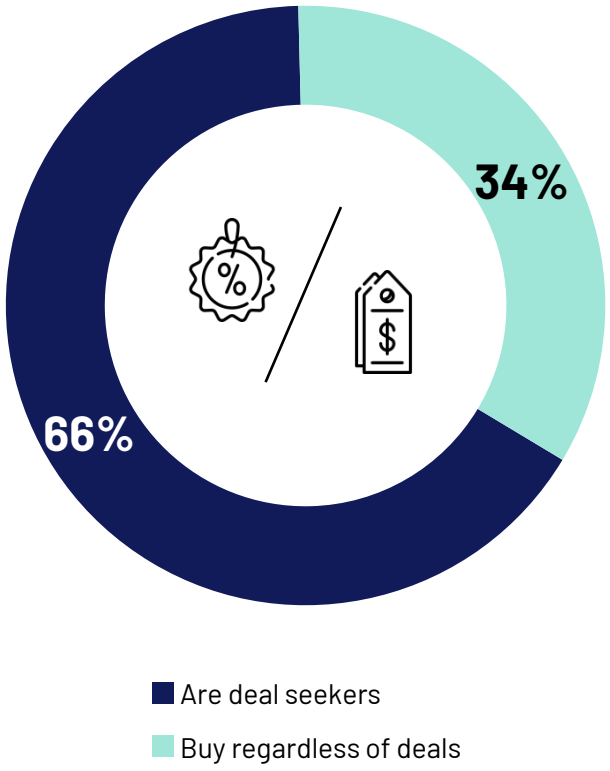
% - by demographics

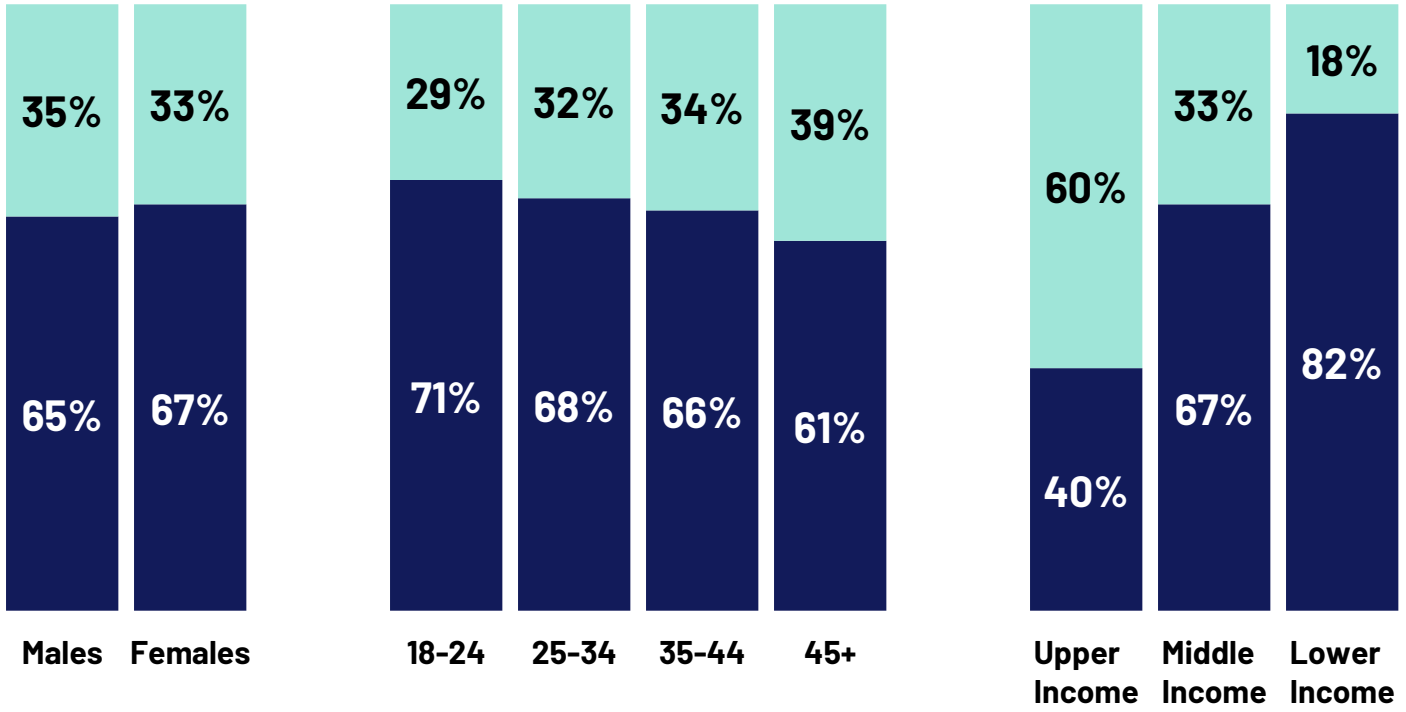




Deal seekers vs. non-deal seekers

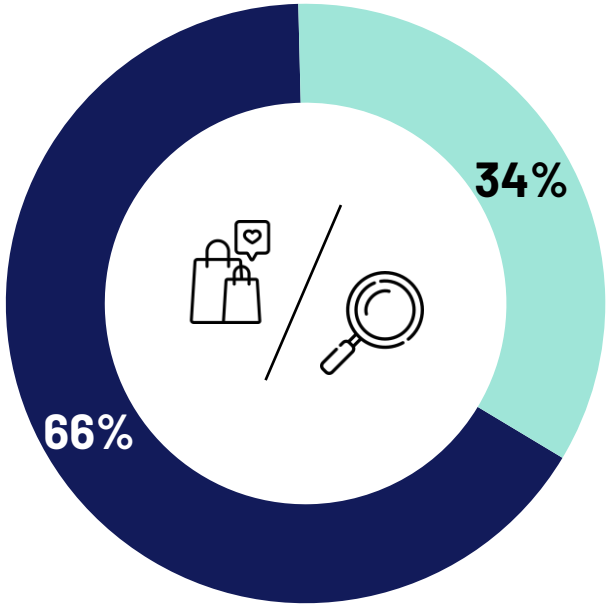
% - by demographics





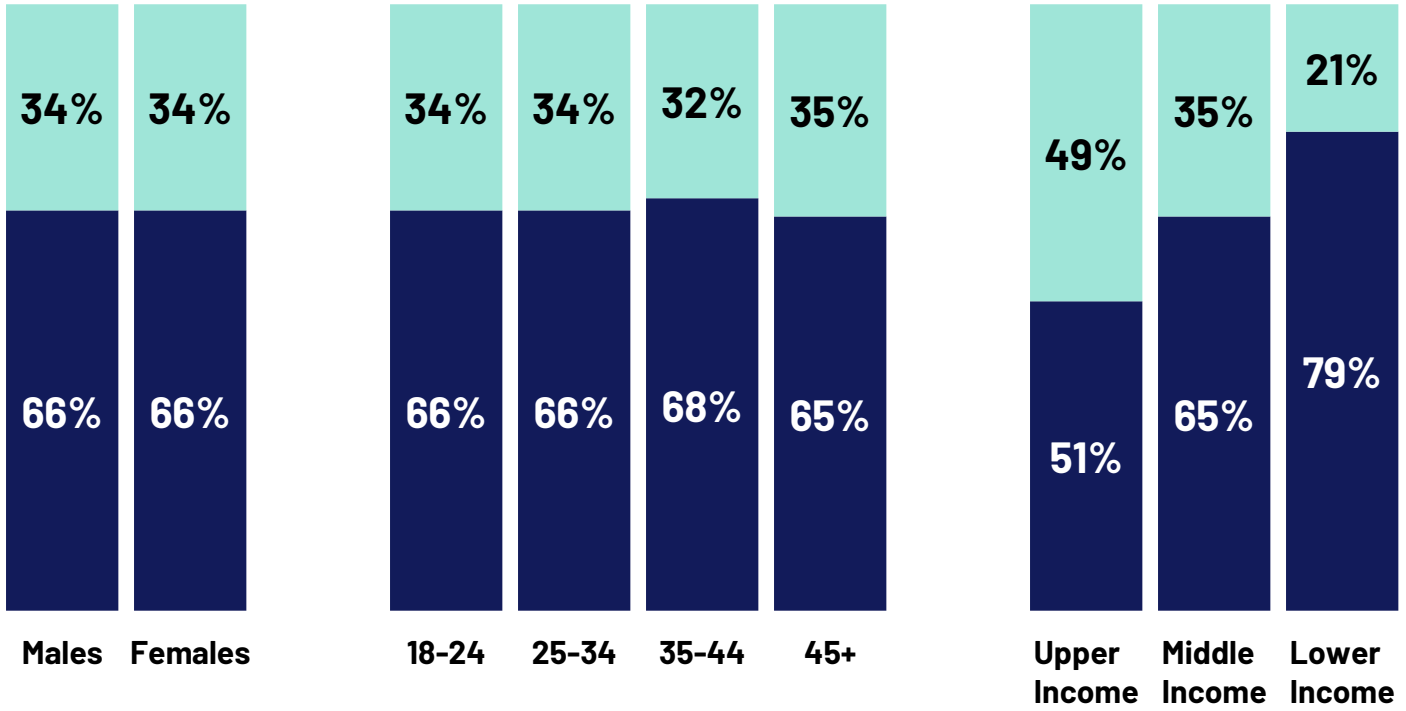
Purchasing usual brands vs. exploring new brands

% - by demographics



Buy from brands they are used to

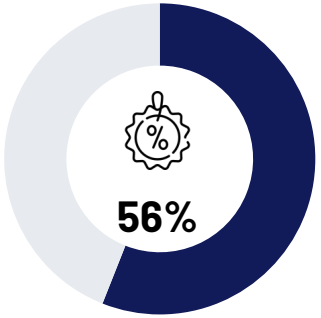
Like to explore and purchase from new brands



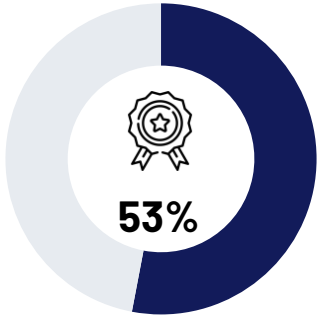
BRAND SELECTION CRITERIA

Brand selection criteria

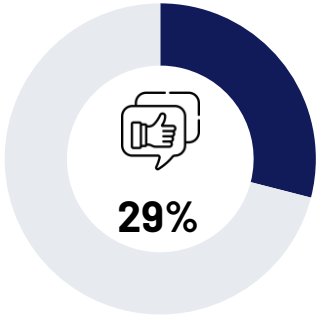
Top 10 criteria



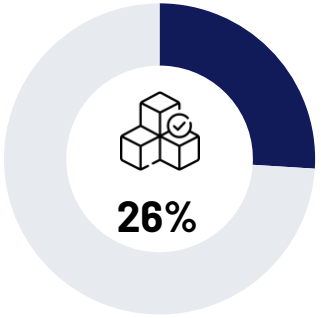
Prices and promotions



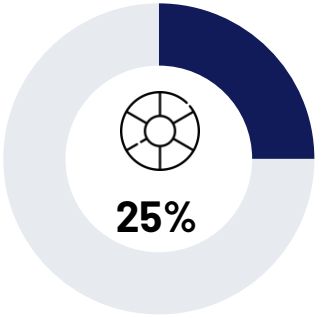
A brand's quality



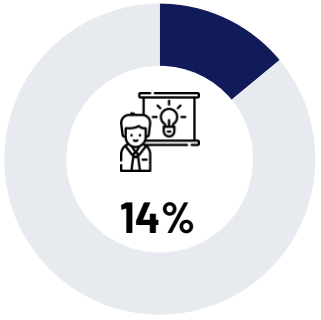
Referrals and reputation



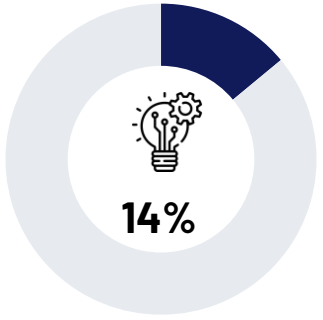
A brand's availability



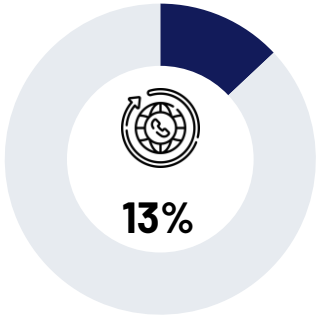
Variety of offerings



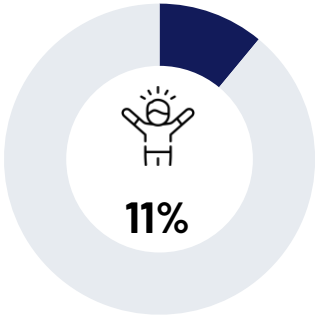
If a brand understands me



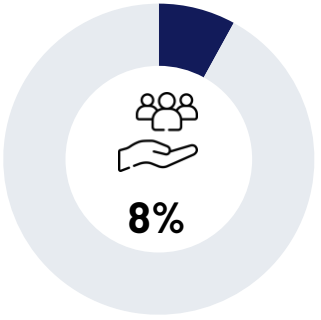
A brand's innovation



Customer service



If a brand makes me feel confident



If a brand makes me feel valued

Brand selection criteria

Top 10 criteria - by demographics

	Prices and promotions	A brand's quality	Referrals and reputation	A brand's availability	Variety of offerings	If a brand understands me	A brand's innovation	Customer service	If a brand makes me feel confident	If a brand makes me feel valued
Total	**56%**	**53%**	**29%**	**26%**	**25%**	**14%**	**14%**	**13%**	**11%**	**8%**
Male	51%	53%	28%	26%	24%	16%	15%	12%	12%	11%
Female	62%	52%	31%	27%	26%	12%	12%	14%	11%	4%
18-24	61%	52%	31%	23%	26%	14%	13%	12%	15%	5%
25-34	51%	51%	29%	22%	23%	15%	17%	16%	12%	10%
35-44	59%	56%	30%	26%	28%	14%	8%	10%	8%	9%
45+	54%	53%	28%	33%	24%	13%	15%	13%	11%	7%
Upper Income	30%	48%	37%	18%	11%	13%	18%	22%	16%	18%
Middle Income	57%	56%	29%	25%	26%	15%	14%	12%	11%	6%
Lower Income	72%	51%	25%	35%	33%	12%	10%	9%	9%	4%

WHERE DO PEOPLE OBTAIN INFORMATION ABOUT BRANDS?

Sources used to obtain information about brands

91%

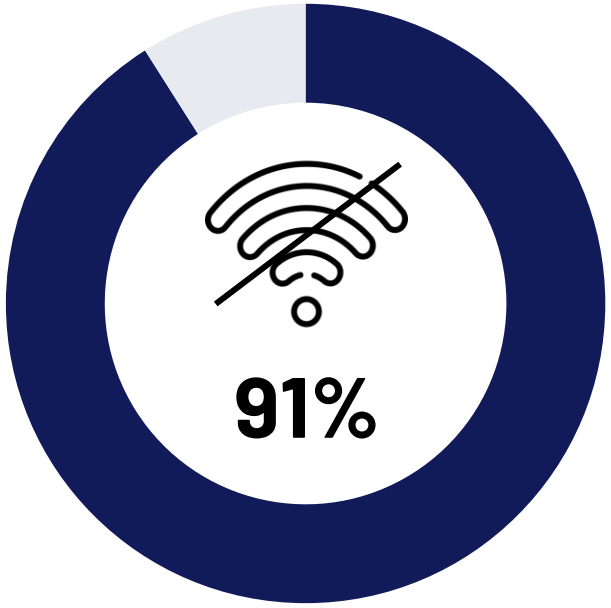
Use offline sources to obtain information about brands

51%

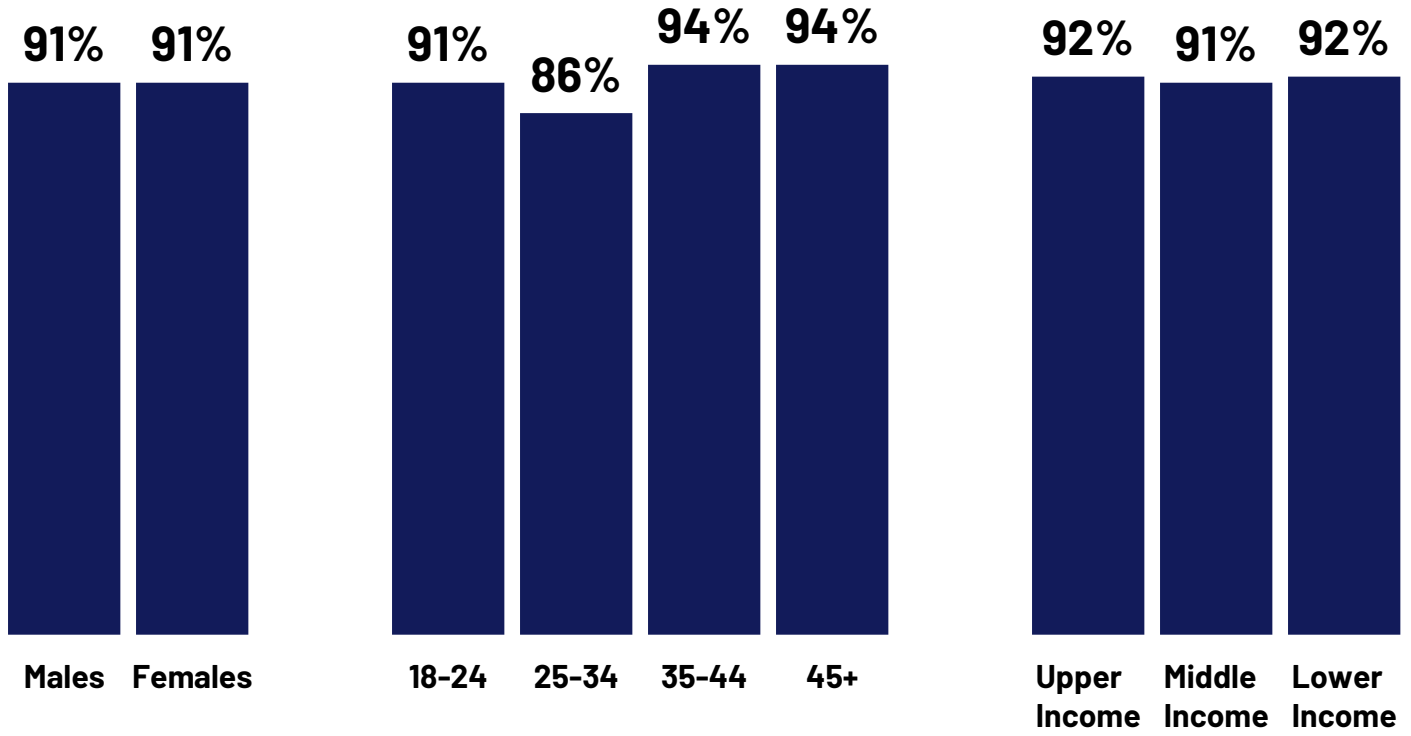
Use online sources to obtain information about brands

Using offline sources to obtain information about brands

% – by demographics

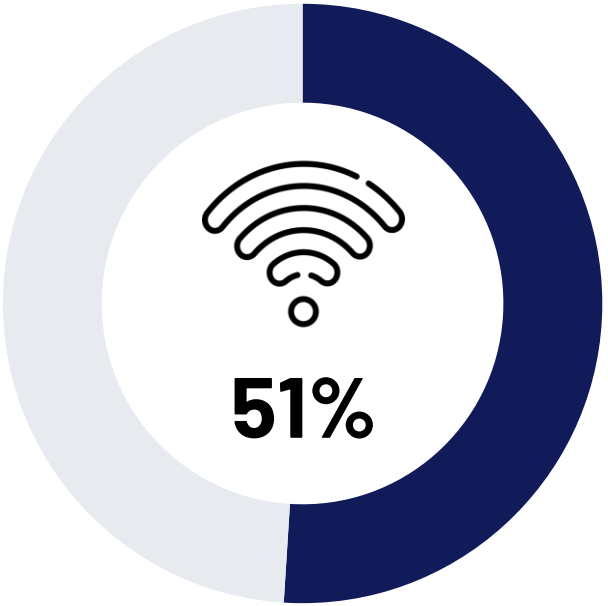


Use offline sources to obtain information about brands

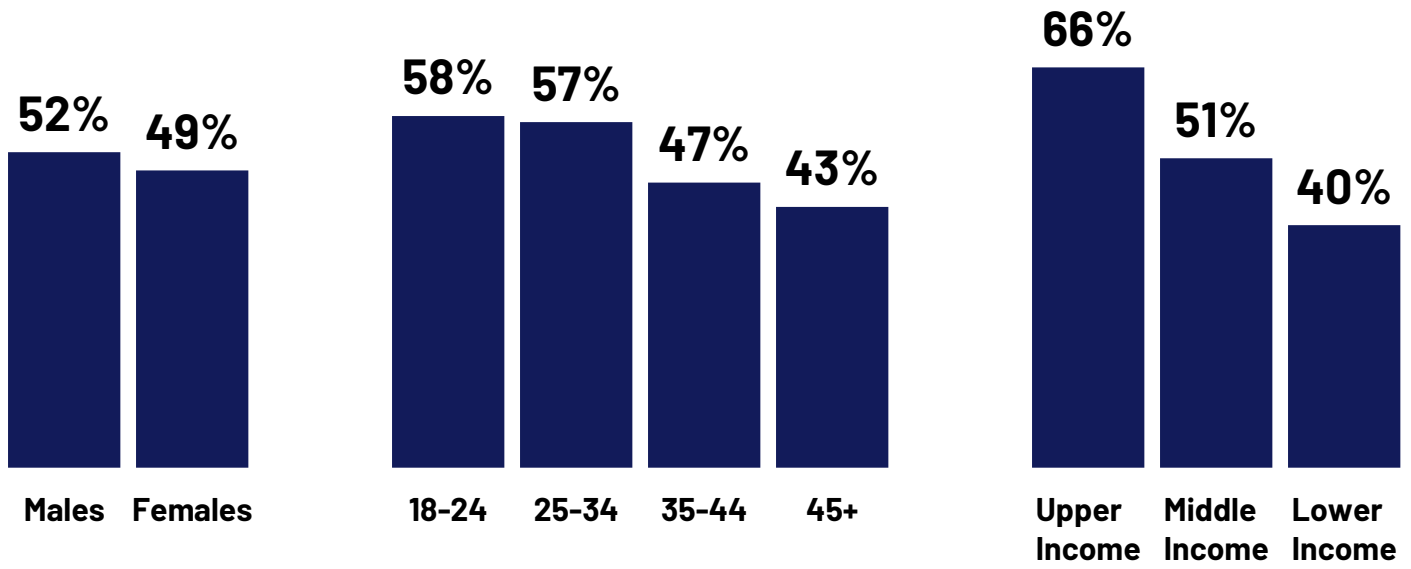


Using online sources to obtain information about brands

% – by demographics

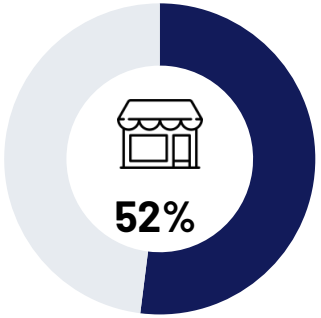


Use online sources to obtain information about brands

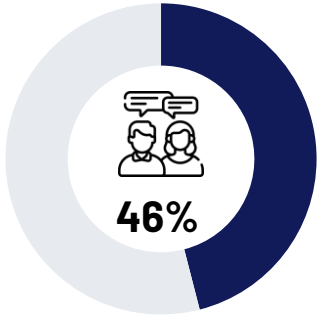


Sources used to obtain information about brands

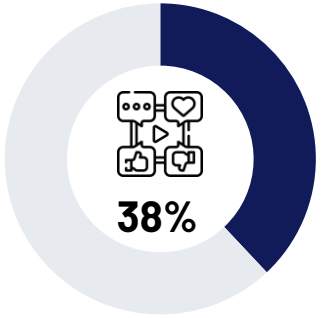
– Detailed



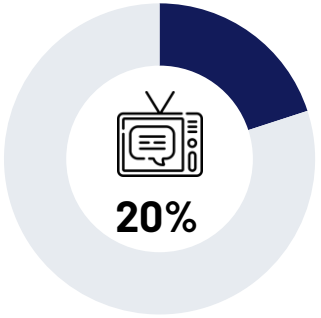
Directly at the physical store/ outlet



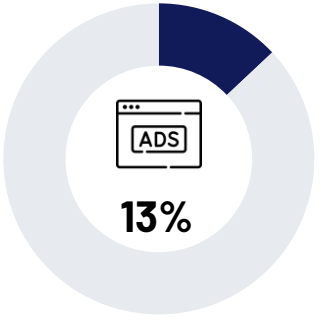
Word of mouth



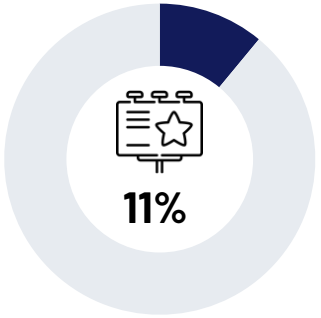
Social media platforms



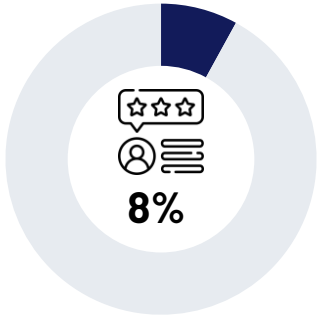
Traditional media



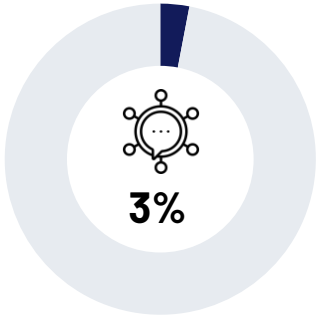
Online advertisements



Billboards and outdoor advertisements

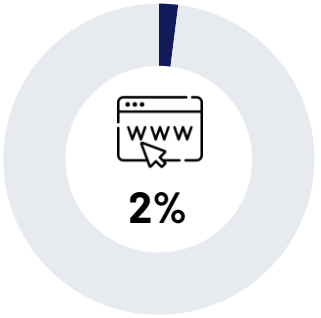


Online reviews and ratings



Blogs/forums/ online communities

E-commerce platforms



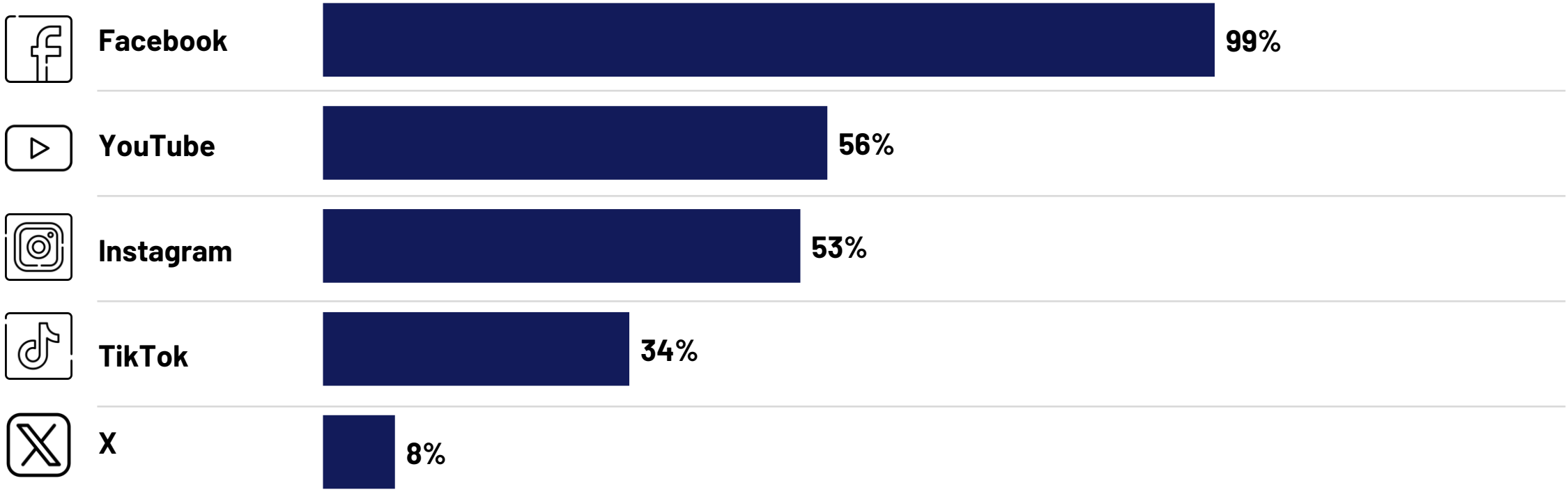
Company/ brand websites

Sources used to obtain information about brands

Detailed - by demographics

	Directly at the physical store	Word of mouth	Social media platforms	Traditional media	Online ads	Outdoor ads	Online reviews and ratings	Online communities	E-Commerce platforms	Brand websites
Total	**52%**	**46%**	**38%**	**20%**	**13%**	**11%**	**8%**	**3%**	**3%**	**2%**
Male	51%	47%	38%	21%	13%	11%	9%	4%	4%	3%
Female	53%	45%	37%	19%	12%	10%	6%	2%	3%	2%
18-24	55%	48%	48%	23%	12%	9%	7%	1%	4%	1%
25-34	48%	46%	40%	19%	17%	12%	9%	5%	4%	3%
35-44	53%	44%	35%	23%	12%	12%	8%	3%	2%	2%
45+	54%	46%	31%	16%	10%	9%	6%	3%	3%	2%
Upper Income	54%	48%	44%	16%	20%	12%	13%	6%	7%	7%
Middle Income	51%	47%	39%	21%	13%	11%	9%	3%	1%	1%
Lower Income	54%	43%	32%	20%	8%	8%	2%	1%	4%	1%

Social media platforms used to obtain information about brands



Base: % out those who use social media platforms to obtain information about brands

Social media platforms used to obtain information about brands

- by demographics

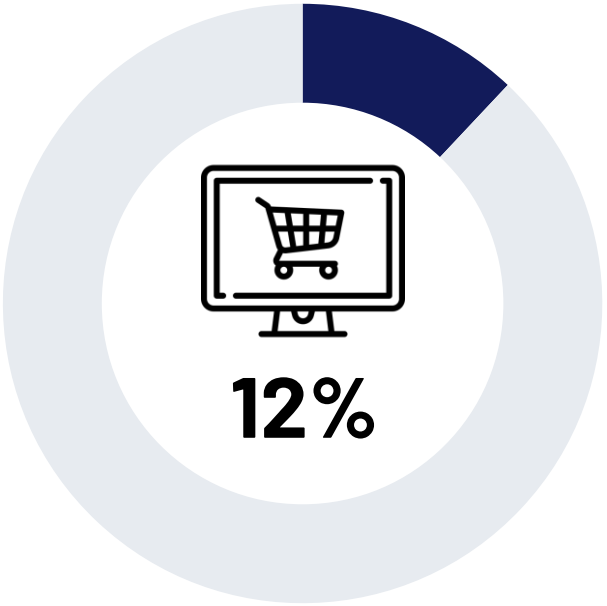
	Facebook	YouTube	Instagram	TikTok	X
Total	**99%**	**56%**	**53%**	**34%**	**8%**
Male	99%	55%	51%	33%	9%
Female	99%	56%	54%	34%	6%
18-24	99%	61%	60%	43%	13%
25-34	99%	56%	47%	34%	7%
35-44	98%	52%	52%	32%	6%
45+	98%	52%	51%	25%	5%
Upper Income	97%	44%	49%	27%	7%
Middle Income	100%	58%	55%	30%	9%
Lower Income	97%	59%	49%	49%	5%

Base: % out those who use social media platforms to obtain information about brands

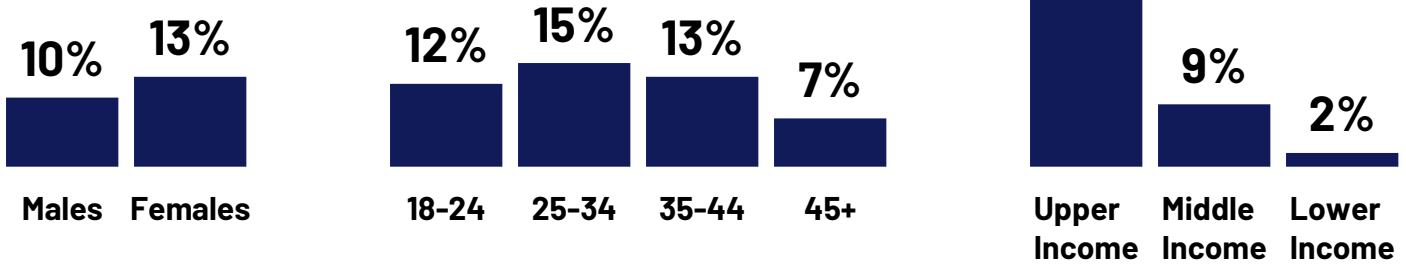
ONLINE SHOPPING

Online shopping prevalence

% – by demographics



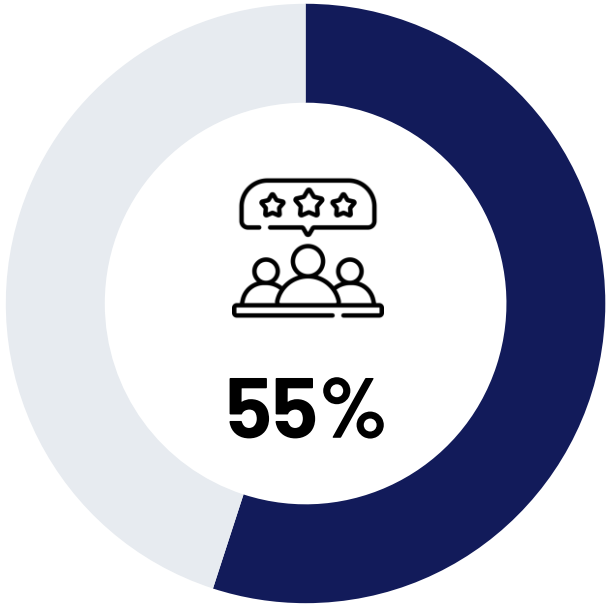
Have shopped online in the past 6 months



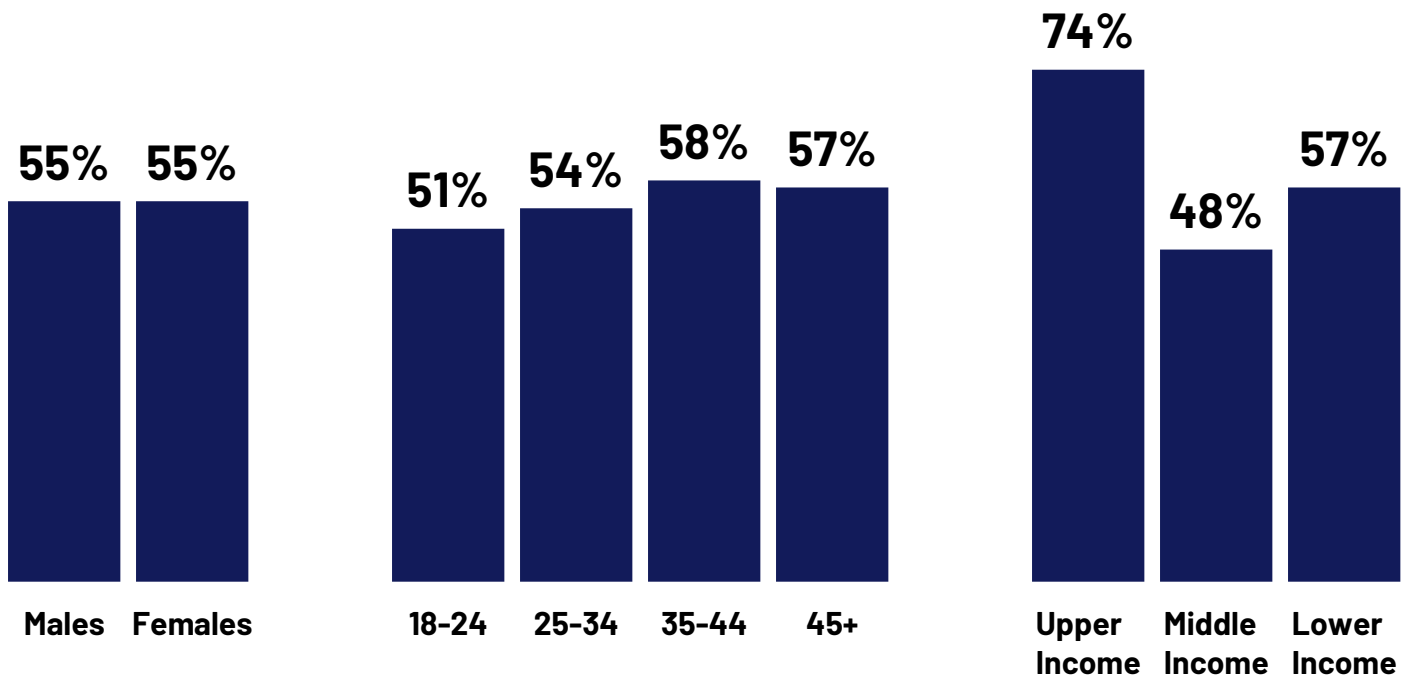
CHECKING REVIEWS BEFORE PURCHASES

Checking reviews before making purchases

%Agree – by demographics



I always check the reviews of other customers before making any purchase



Sample and methodology

Sample size
1020 respondents

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

Methodology
The survey was conducted via computer-aided personal interviews

Geographical coverage
Conducted in Egypt
with a nationwide coverage

FOR MORE INFORMATION

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