

SPOTLIGHT*EGYPT VIEWS ON BRAND ENGAGEMENT

July - 2025



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How do consumers prefer to engage with brands?

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What do people expect from brands?

Key findings

58%

of Egyptians prefer to engage with brands online

But engagement preferences are not one-size-fits-all. Women are more digitally inclined than men (61% vs. 55%), and online engagement peaks among younger consumers (66%) and affluent (77%) segments.

26%

recommended a brand or product in the past 3 months

This is the #1 way Egyptian consumers engage with brands. It's followed closely by watching brand-related videos (24%), following a brand on social media (22%) and visiting a brand's store (22%).

72%

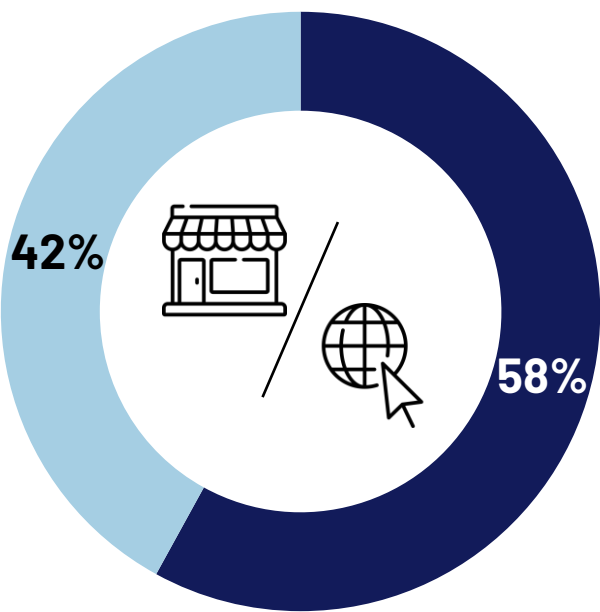
feel they have some level of influence over brands

Most consumers believe they can influence brands, but not all feel equally empowered. Confidence peaks among younger age groups (78%) and the affluent (89%), while older adults (65%) and lower-income groups (63%) are less certain of their ability to have an impact on brand actions.

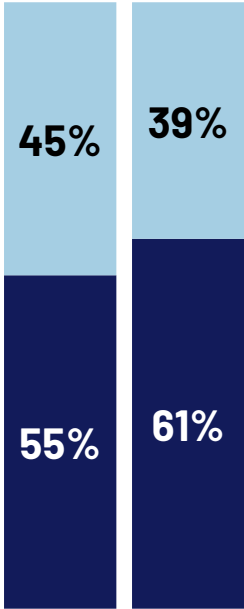
HOW DO CONSUMERS PREFER TO ENGAGE WITH BRANDS?

Brand interaction preference

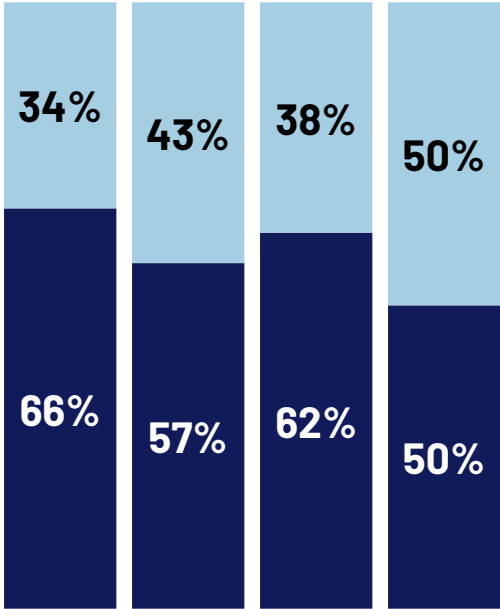
% - by demographics



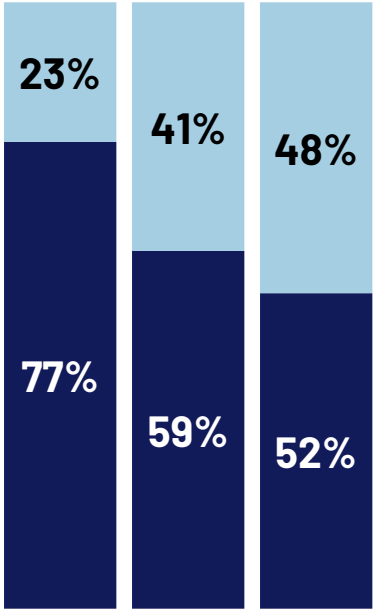
■ Prefer to engage with brands online
■ Prefer to engage with brands offline



Males Females

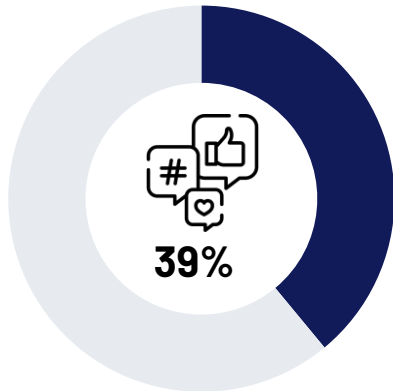


18-24 25-34 35-44 45+

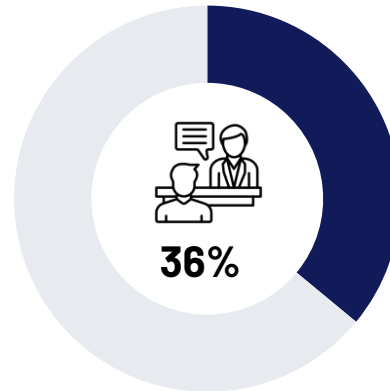


Upper Income Middle Income Lower Income

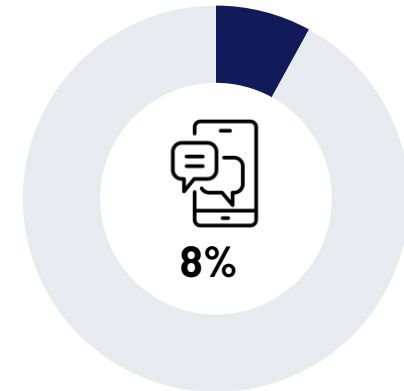
Preferred channels for interacting with brands



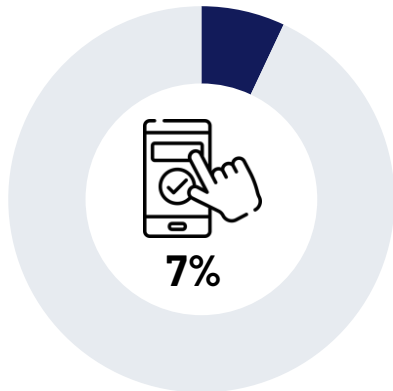
Social media platforms



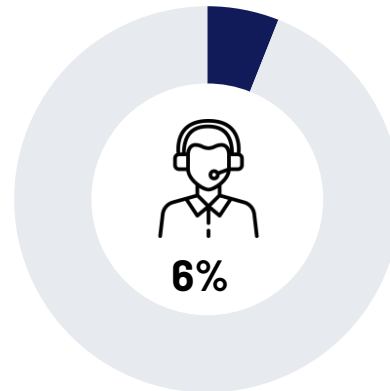
In-person visits to stores or physical locations



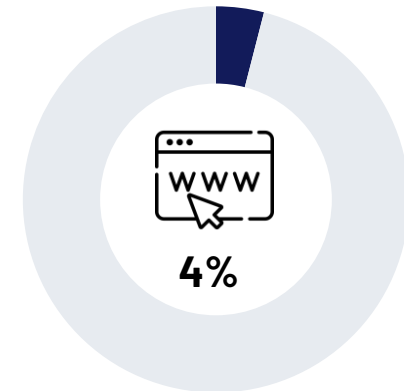
Messaging platforms



Mobile apps









Call center



Brand websites

Preferred channels for interacting with brands

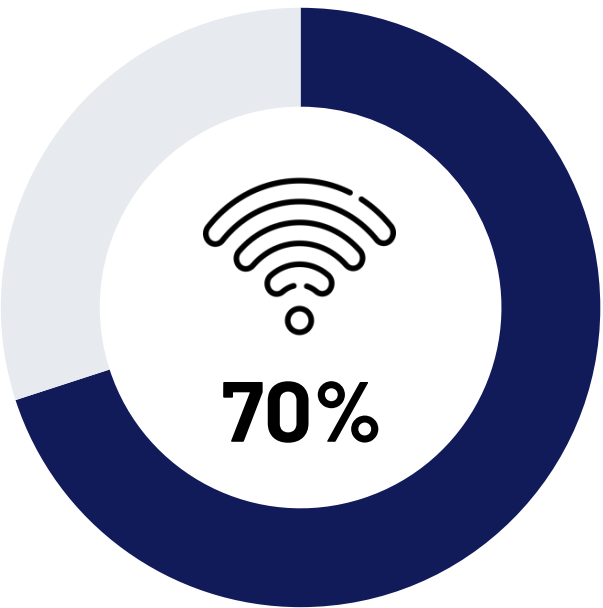
% - by demographics

	 Social media Platforms	 In-person visits to stores or physical locations	 Messaging platforms	 Mobile apps	 Call center	 Brand websites
Total	39%	36%	8%	7%	6%	4%
Male	35%	35%	9%	9%	7%	5%
Female	44%	33%	8%	7%	5%	3%
18-24	49%	27%	8%	5%	6%	4%
25-34	36%	35%	9%	10%	5%	5%
35-44	43%	32%	5%	10%	4%	5%
45+	33%	38%	10%	7%	8%	3%
Upper Income	48%	17%	7%	12%	6%	10%
Middle Income	37%	35%	10%	9%	6%	3%
Lower Income	38%	43%	6%	4%	6%	3%

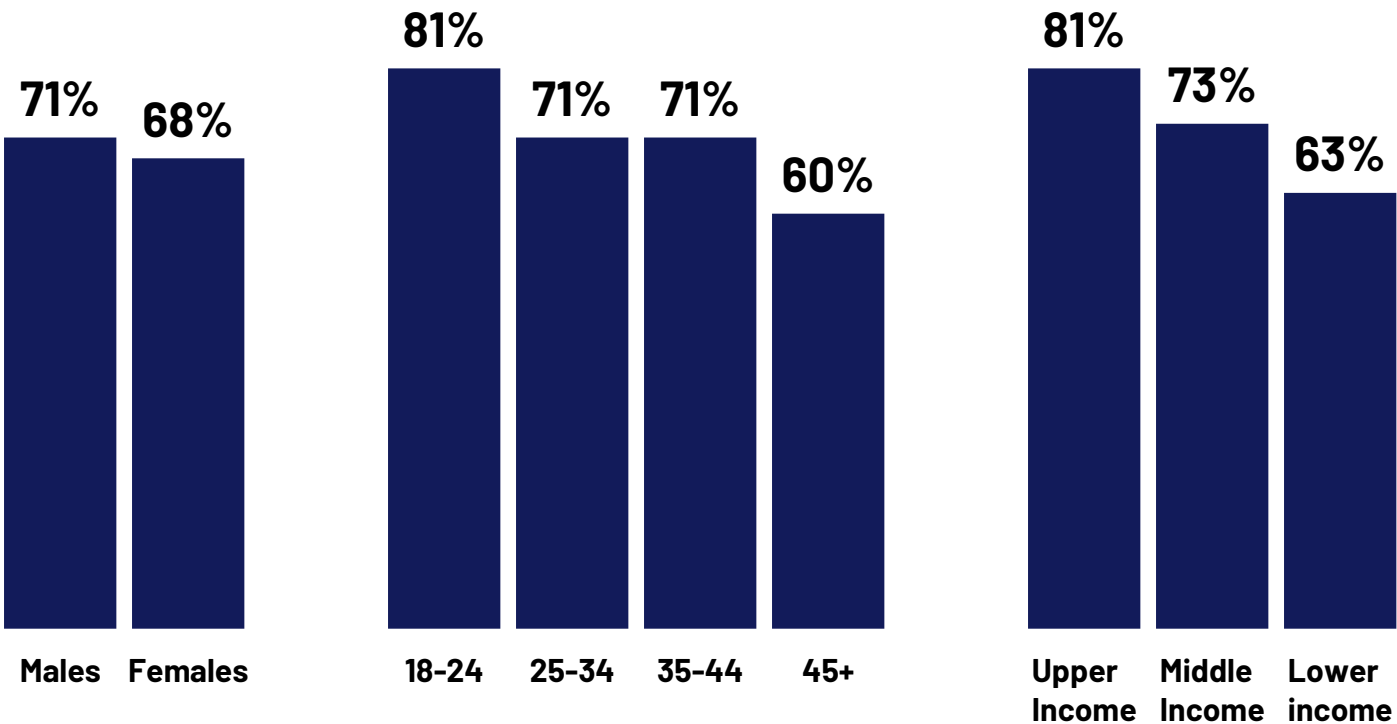
HOW DO CONSUMERS INTERACT WITH BRANDS?

Brand engagement over the past 3 months

% – by demographics



Have engaged with a brand in the past three months



Brand engagement over the past 3 months



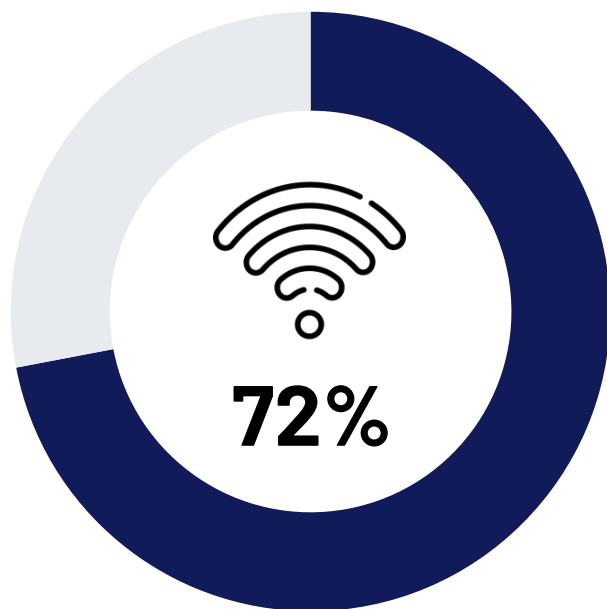
Have engaged with a brand
online in the past three months



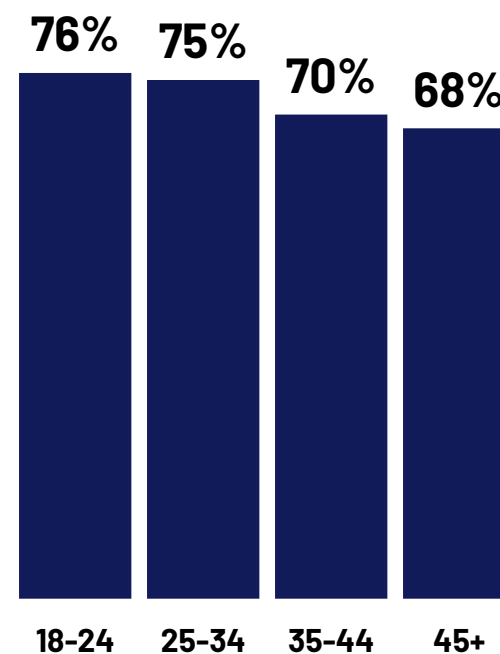
Have engaged with a brand
offline in the past three months

Online brand engagement over the past 3 months

% – by demographics

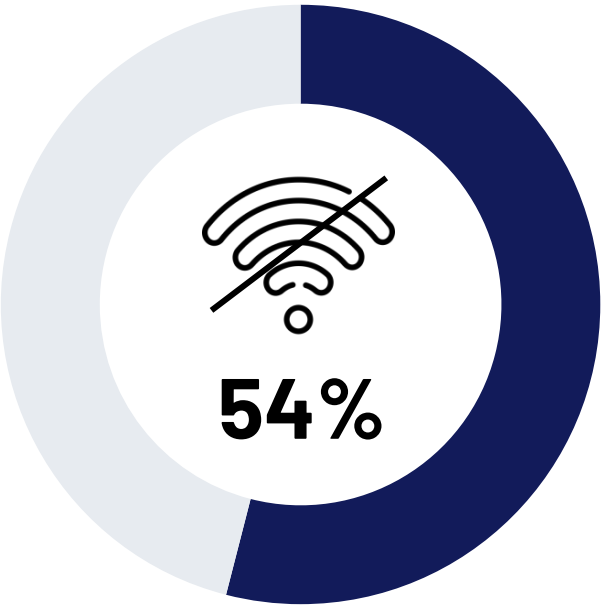


Have engaged with a brand online in the past three months

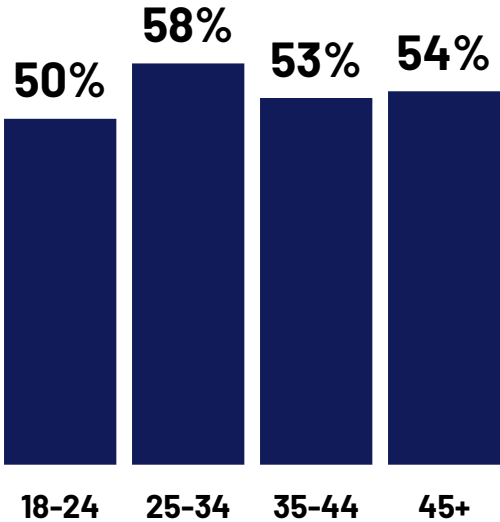


Offline brand engagement over the past 3 months

% – by demographics

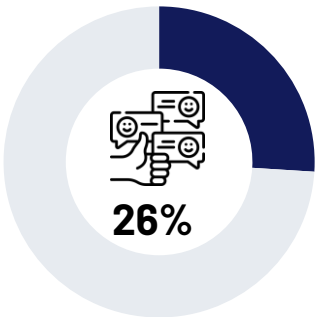


Have engaged with a brand offline in the past three months

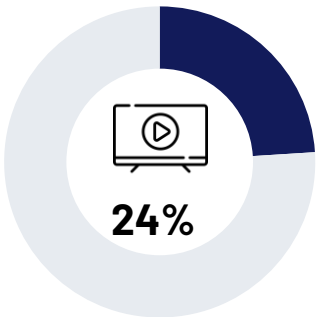


Detailed brand engagement over the past 3 months

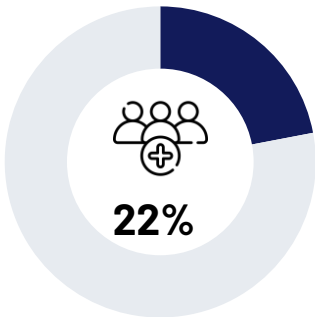
Top 10



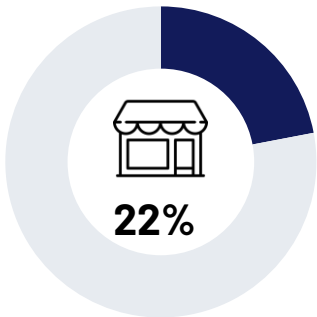
Recommended a brand/
product to other people



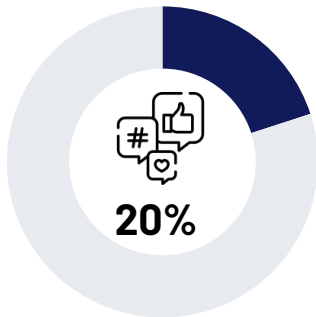
Watched brand-
related videos



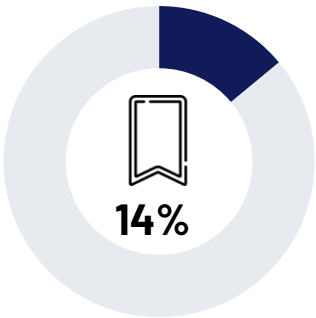
Followed a brand on
social media



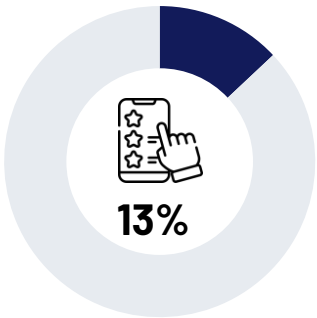
Visited a brand's store



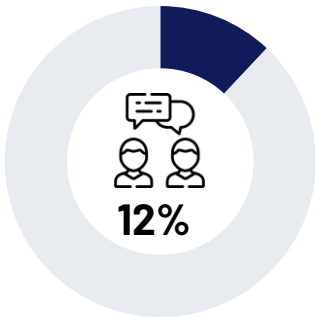
Interacted with a brand's post
on social media platforms



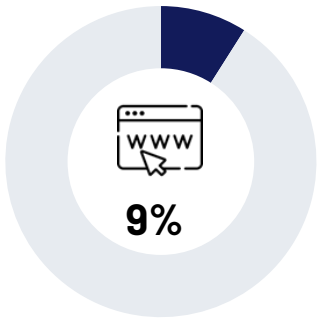
Saved a brand's post
for future reference



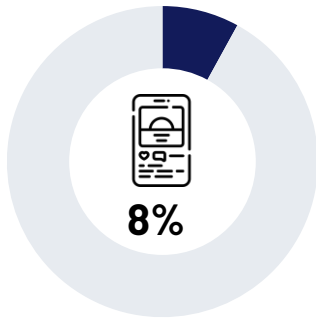
Posted a positive
review about a brand



Recommended people against
using a certain product/brand













Visited a brand's website



Wrote or posted about a brand

Detailed brand engagement over the past 3 months

Top 10 - by demographics

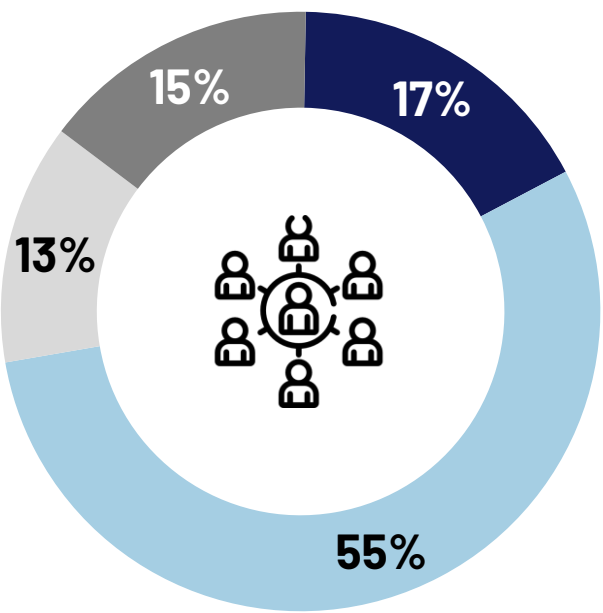
										
	Recommended a brand /product to other people	Watched brand related videos	Followed a brand on social media	Visited a brand's store	Interacted with a brand's post	Saved a brand's post	Posted a positive review	Recommended people against a product/brand	Visited a brand's website	Wrote/posted about a brand
Total	26%	24%	22%	22%	20%	14%	13%	12%	9%	8%
Male	25%	26%	22%	21%	19%	15%	11%	10%	7%	9%
Female	26%	22%	22%	22%	21%	13%	15%	15%	11%	8%
18-24	27%	27%	25%	23%	21%	14%	12%	11%	10%	10%
25-34	26%	25%	21%	26%	18%	16%	13%	13%	8%	9%
35-44	21%	22%	24%	22%	22%	9%	14%	14%	11%	7%
45+	27%	22%	21%	17%	20%	15%	12%	12%	7%	7%
Upper Income	22%	31%	27%	13%	21%	20%	19%	9%	15%	10%
Middle Income	25%	22%	25%	24%	19%	11%	12%	11%	8%	11%
Lower Income	27%	24%	18%	23%	21%	15%	12%	15%	8%	5%

DO CONSUMERS BELIEVE THEY'RE INFLUENTIAL?

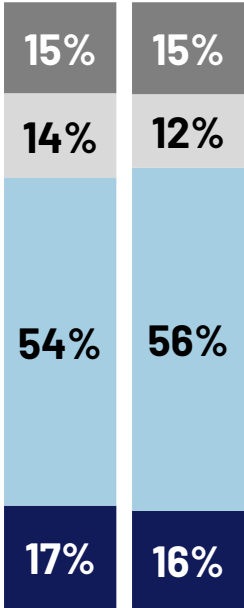


Perceived consumer ability to influence brand actions

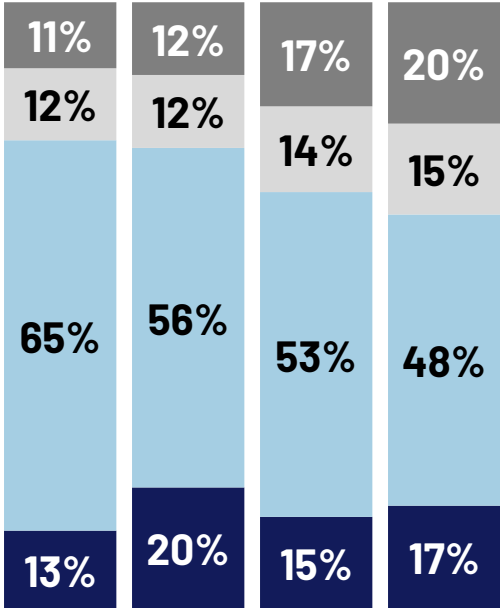
% - by demographics



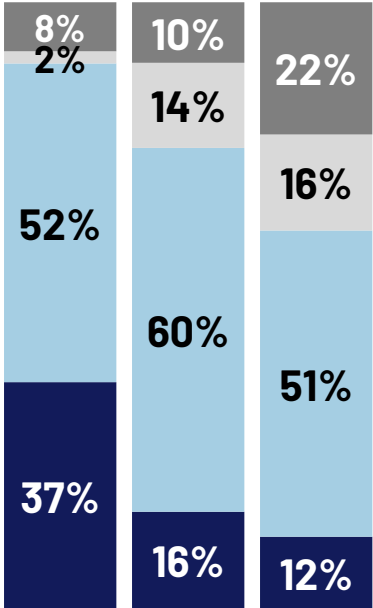
- Believe they're very influential
- Believe they're somewhat influential
- Believe they're somewhat uninfluential
- Believe they're not influential at all



Males Females



18-24 25-34 35-44 45+



Upper Income Middle Income Lower Income

HOW DO CONSUMERS RESPOND TO COMPANIES THROUGH ACTIVISM?



Actions taken against companies



45%

Boycotted a company's products or services



4%

Actively protested against a company (e.g. signed a petition)

Actions taken against companies

% - by demographics



**Boycotted a company's
products or services**



**Actively protested against a
company (e.g. signed a petition)**

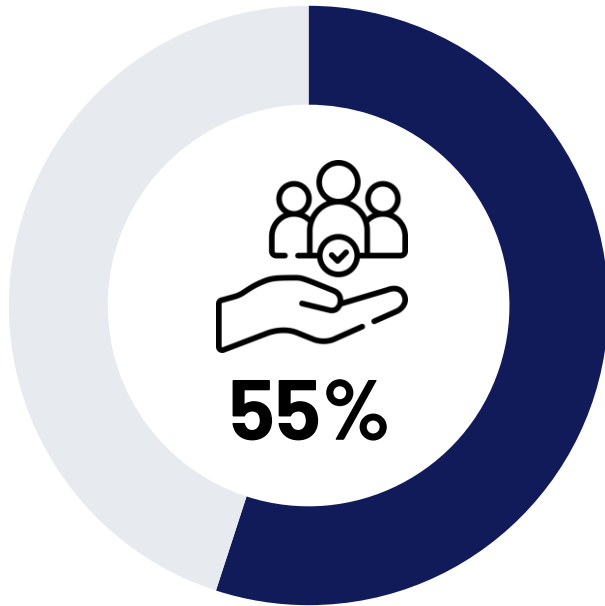
Total	45%	4%
Male	45%	5%
Female	45%	3%
18-24	55%	2%
25-34	43%	3%
35-44	45%	6%
45+	41%	4%
Upper Income	40%	4%
Middle Income	54%	3%
Lower Income	40%	4%

WHAT DO PEOPLE EXPECT FROM BRANDS?

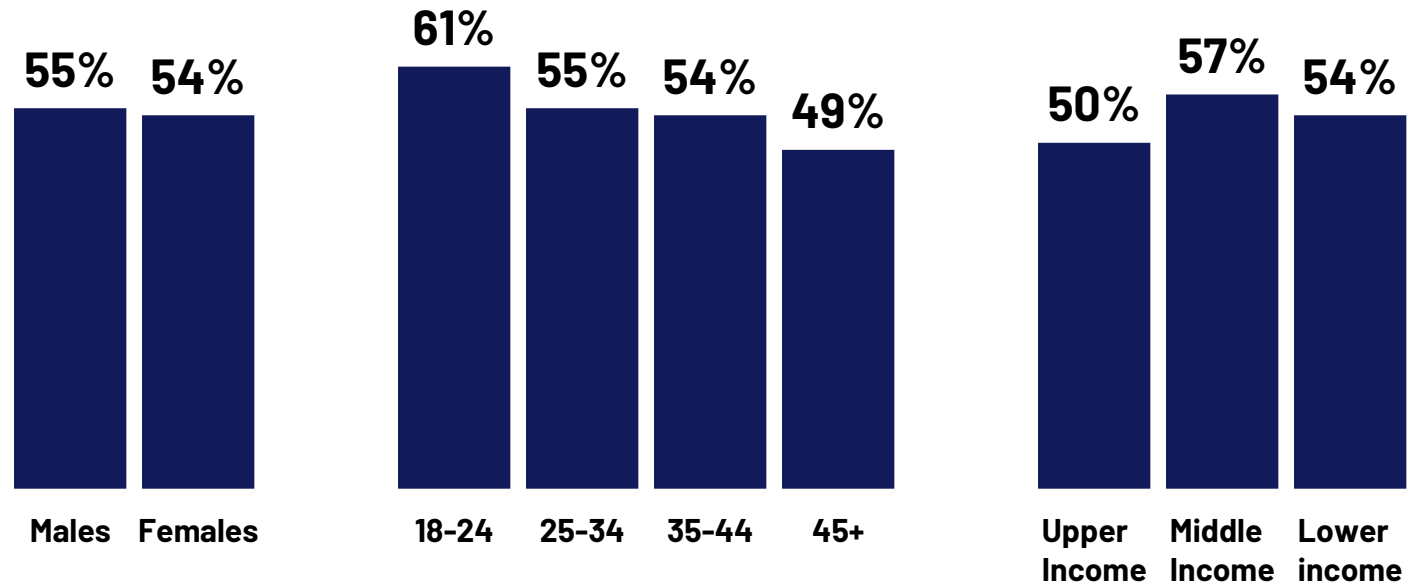


Social responsibility

%Agree – by demographics

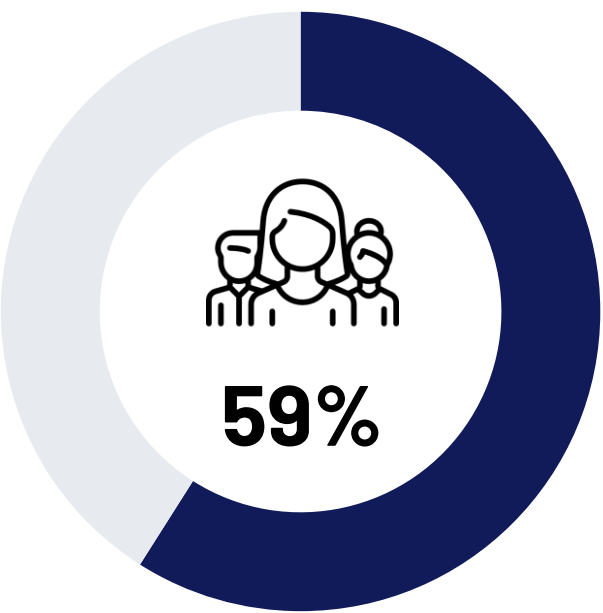


Companies in Egypt are socially responsible and contribute positively to my community

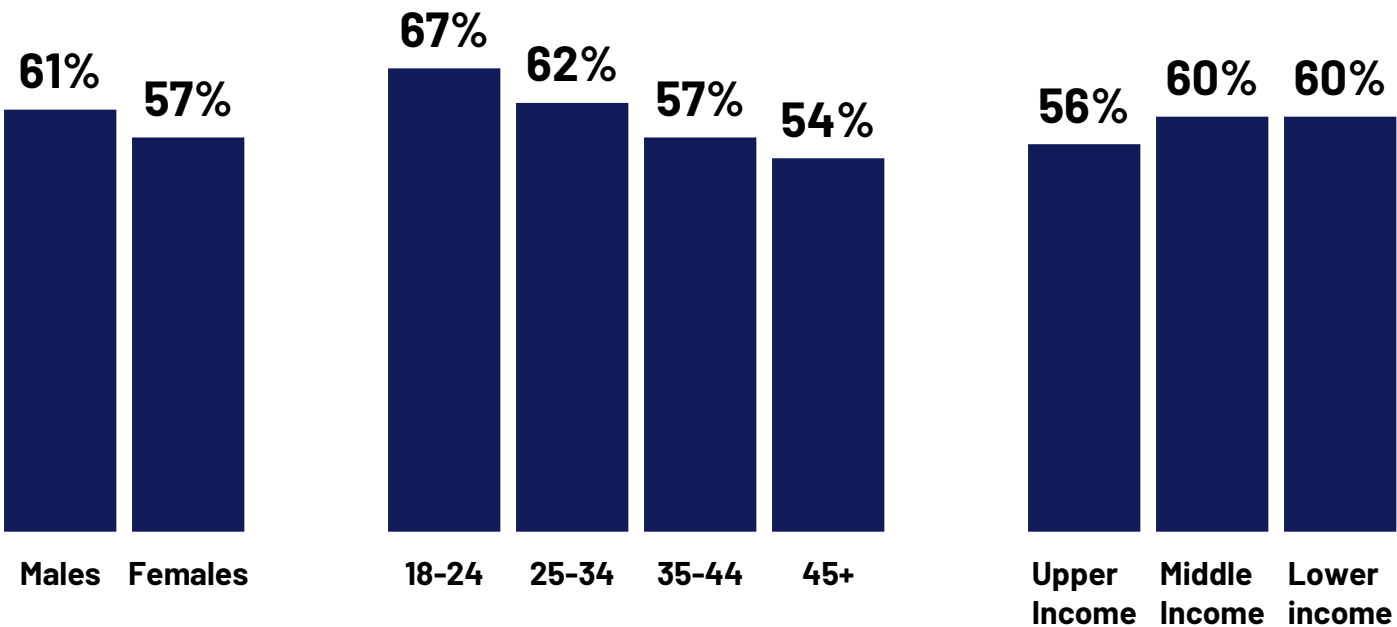


Brands' involvement in social aspects

%Agree – by demographics

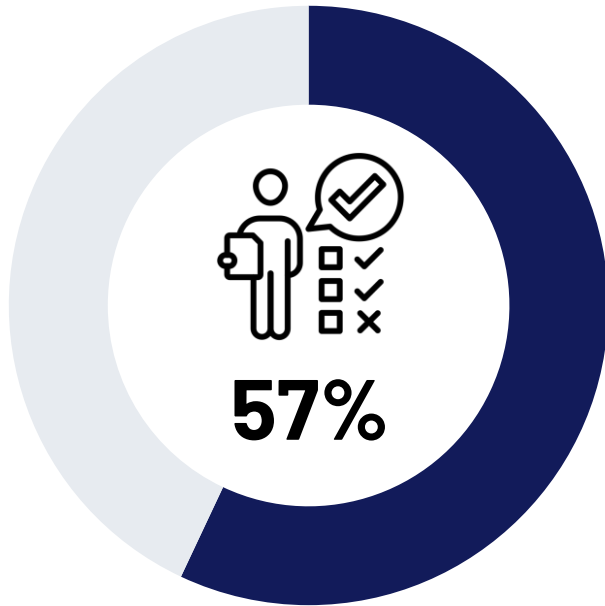


I think brands should get involved in social aspects and not only focus on business matters

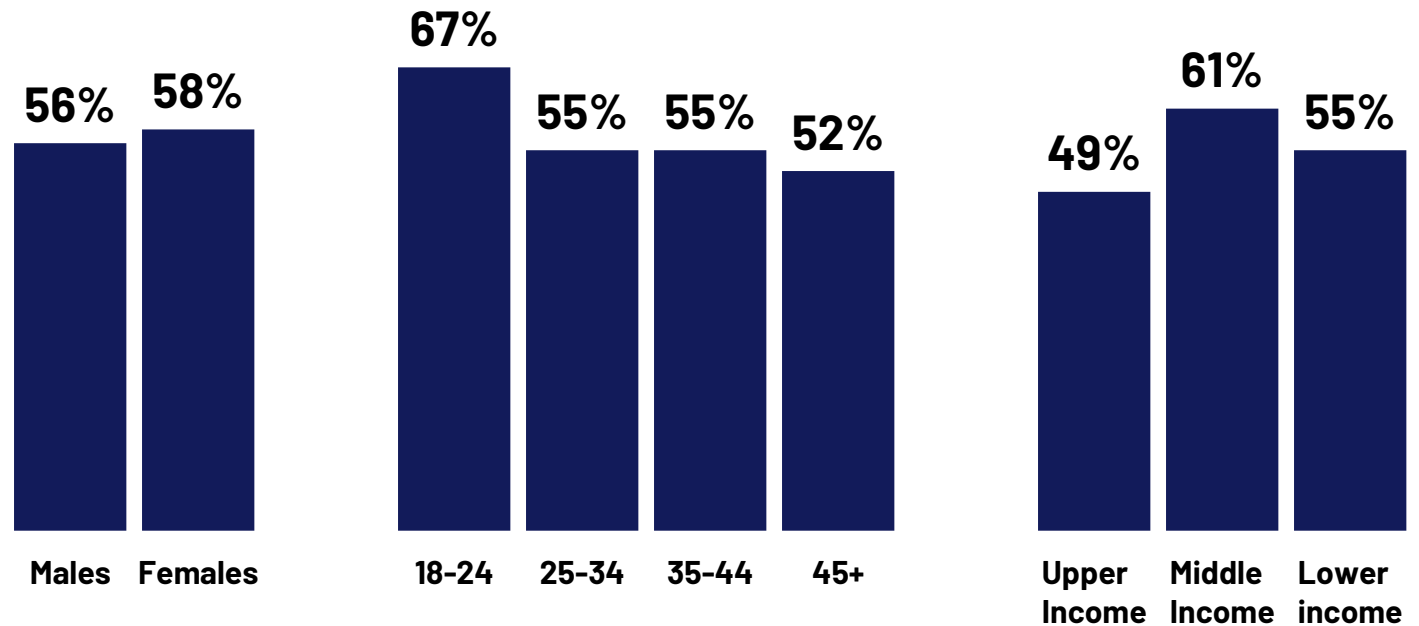


Prioritizing social responsibility in consumer choices

% – by demographics



I won't buy from a brand if it is not socially responsible, even if I like it



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

Nohayr El Rasheedy
Senior Client Officer
Ipsos in Egypt
nohayr.elrasheedy@ipsos.com

