

PREDICTIONS 2026

Egypt Edition

December 2025

Table of contents

01

Overall expectations
for 2026

02

Expectations for world
affairs in 2026

03

Expectations for
society in 2026

04

Expectations for the
economy in 2026

05

Expectations for the
workplace in 2026

06

Expectations
for tourism in 2026

07

Expectations for the
environment in 2026

08

Expectations for
technology in 2026

09

Expectations for the
2026 World Cup

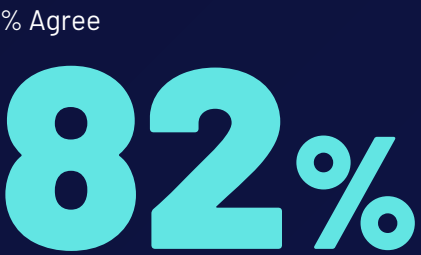
10

Past & future
resolutions

OVERALL EXPECTATIONS FOR 2026

01

As people look ahead to 2026, a strong sense of hope is taking shape, with the vast majority expecting it to be a better year than 2025



I am optimistic that 2026 will be a better year for me than it was in 2025

By Gender



By Age



By Income Level



This optimism carries over into personal well-being, with most anticipating improvements in both their mental and physical health



% Agree

79%

My mental health will be better in 2026 than it was in 2025



% Agree

78%

My physical health will be better in 2026 than it was in 2025



EXPECTATIONS FOR WORLD AFFAIRS IN 2026

02

When it comes to global affairs, views are mixed, with around half expecting the conflicts in the Middle East and Ukraine to end in 2026



% Likely

55%

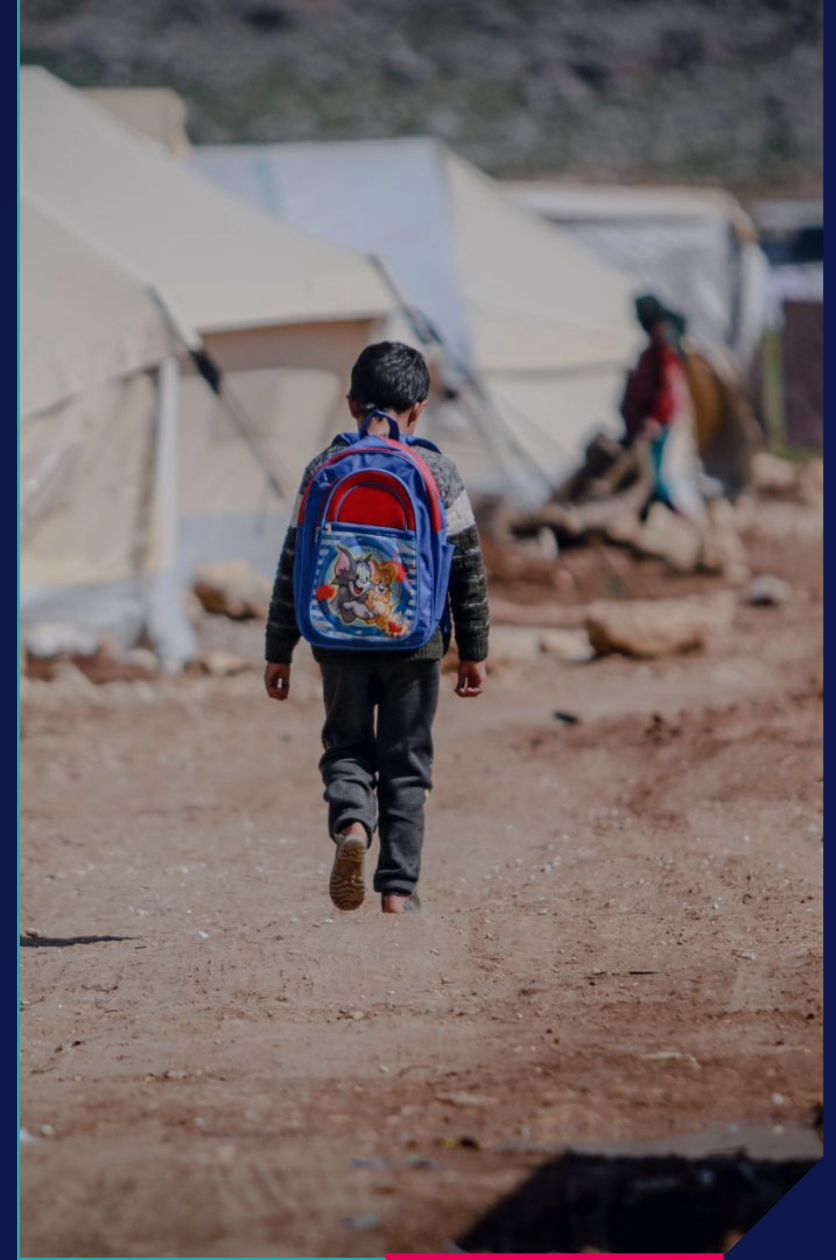
The current wars in the Middle East will end in 2026



% Likely

53%

The war in Ukraine will end in 2026



At the same time, many expect renewed diplomatic efforts, with Egypt playing a key role in peace talks, alongside hopes for progress in negotiations, recognition, and reconstruction

% Likely

78%

Egypt will play a pivotal role in mediating Middle East peace talks in 2026



71%

Formal Middle East peace talks will take place in search for a lasting end to the conflicts in 2026



70%

Major reconstruction efforts will commence in Gaza with international support in 2026



60%

More major Western powers will formally recognize an independent State of Palestine



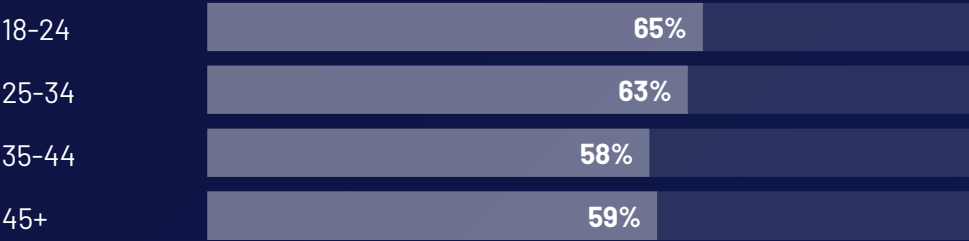
Alongside these expectations, 3 in 5 believe the world will be a safer place in 2026



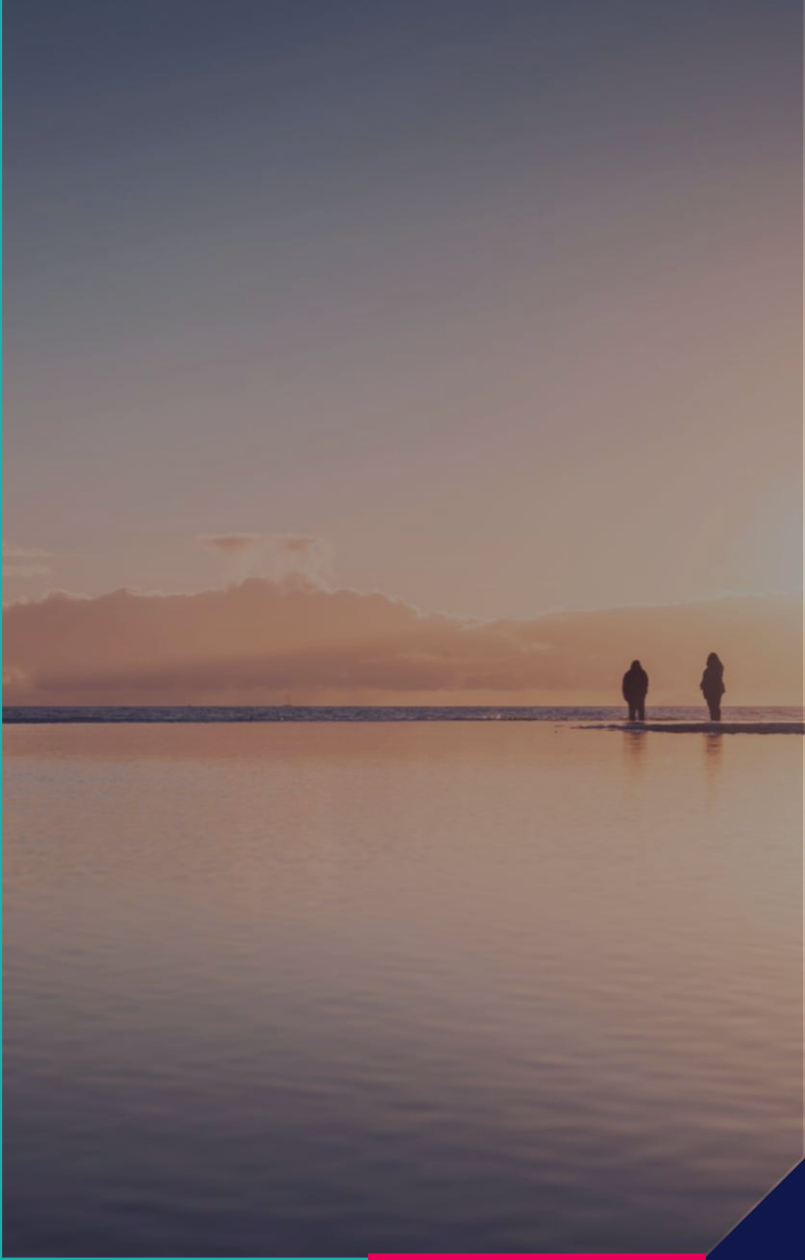
By Gender



By Age



By Income Level



EXPECTATIONS FOR SOCIETY IN 2026

03

As social change continues, confidence in women's progress is rising, from leadership roles to pay equity



% Likely

77%

Egypt will see an increase in the participation of women in leadership roles



% Likely

68%

Women will be paid the same as men for the same work



Expectations for gender equality and leadership

% Likely - by demographics



Egypt will see an increase in the participation of women in politics and leadership roles		Women will be paid the same as men for the same work
Male	75%	67%
Female	80%	68%
18 - 24	81%	76%
25 - 34	78%	64%
35 - 44	79%	64%
45+	73%	68%
Upper Income	95%	83%
Middle Income	73%	65%
Lower Income	76%	66%

04

EXPECTATIONS FOR THE ECONOMY IN 2026

Looking to the global economy, 4 in 5 anticipate stronger economic performance in 2026, though some also foresee the possibility of downturns in major stock markets

79%

% Agree

The global economy will be stronger in 2026 than it was in 2025



By Gender

Male	79%
Female	79%

By Age

18-24	81%
25-34	78%
35-44	80%
45+	78%

By Income Level

Upper Income	90%
Middle Income	75%
Lower Income	79%

51%

% Likely

Major stock markets around the world will crash



By Gender

Male	49%
Female	54%

By Age

18-24	54%
25-34	56%
35-44	44%
45+	51%

By Income Level

Upper Income	50%
Middle Income	51%
Lower Income	52%

Optimism also extends to Egypt's economic outlook, with people expecting stronger national growth

% Agree

79%

The economy in Egypt will be stronger in 2026 than it was in 2025

By Gender



By Age



By Income Level



Expectations also include growing foreign investment in the country and a rise in the value of the Egyptian pound



% Likely

76%

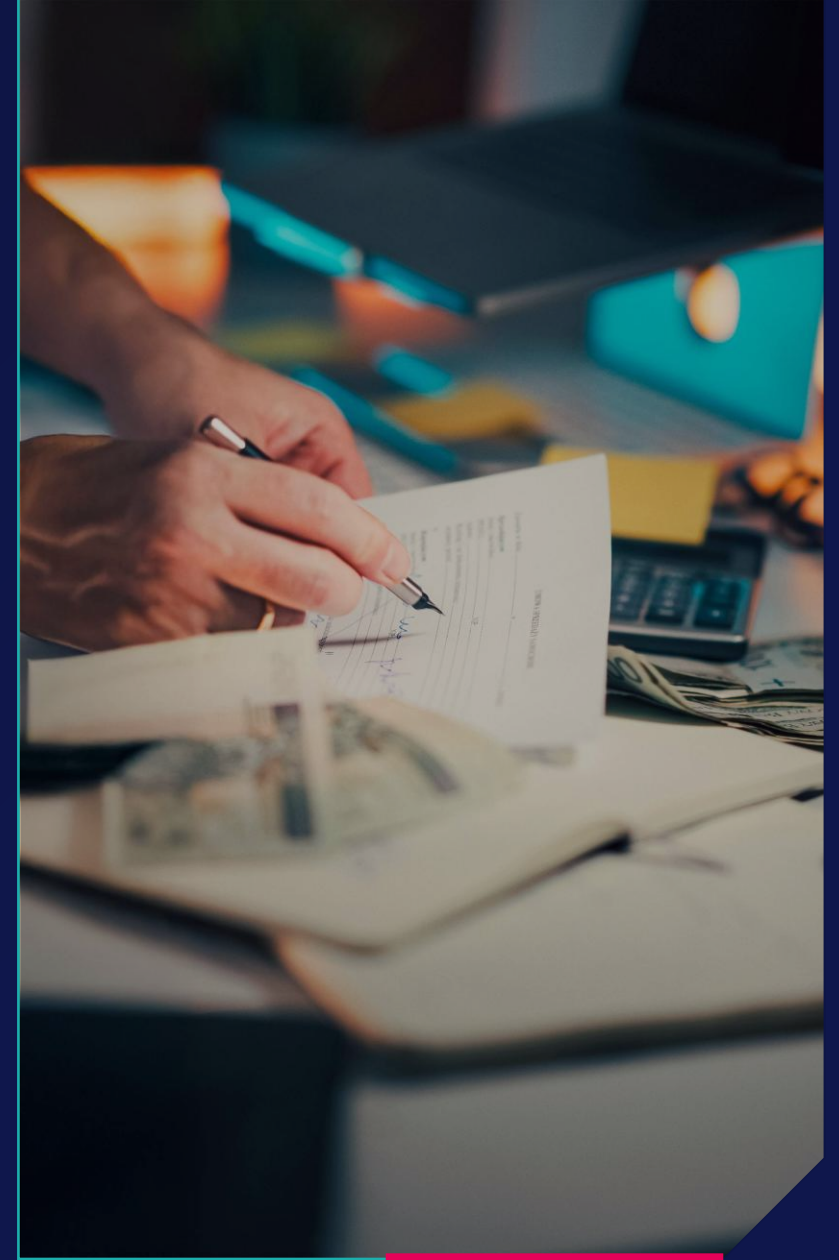
Egypt will attract more international investments in 2026



% Likely

58%

The Egyptian Pound will rise in value against the US Dollar in 2026



However, concerns persist, particularly regarding rising costs, with expectations that disruptions in the Red Sea will increase the price of imported goods

% Likely

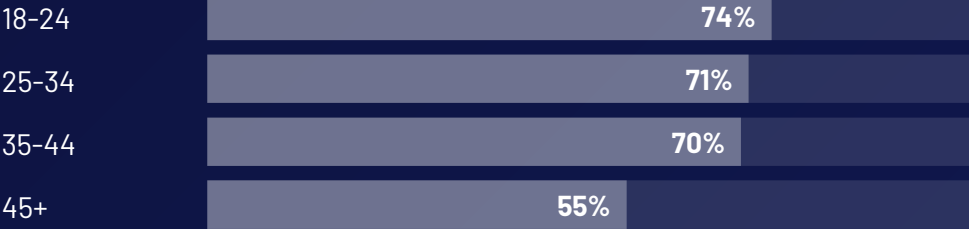
66%

Disruptions to shipping in the Red Sea are expected to raise the prices of imported goods in Egypt

By Gender



By Age



By Income Level



The majority also anticipate further economic pressures through higher interest rates, rising inflation, and prices increasing faster than incomes

% Likely

77%

Inflation in Egypt will be higher in 2026 than in 2025



76%

Interest rates in Egypt will be higher in 2026 than in 2025



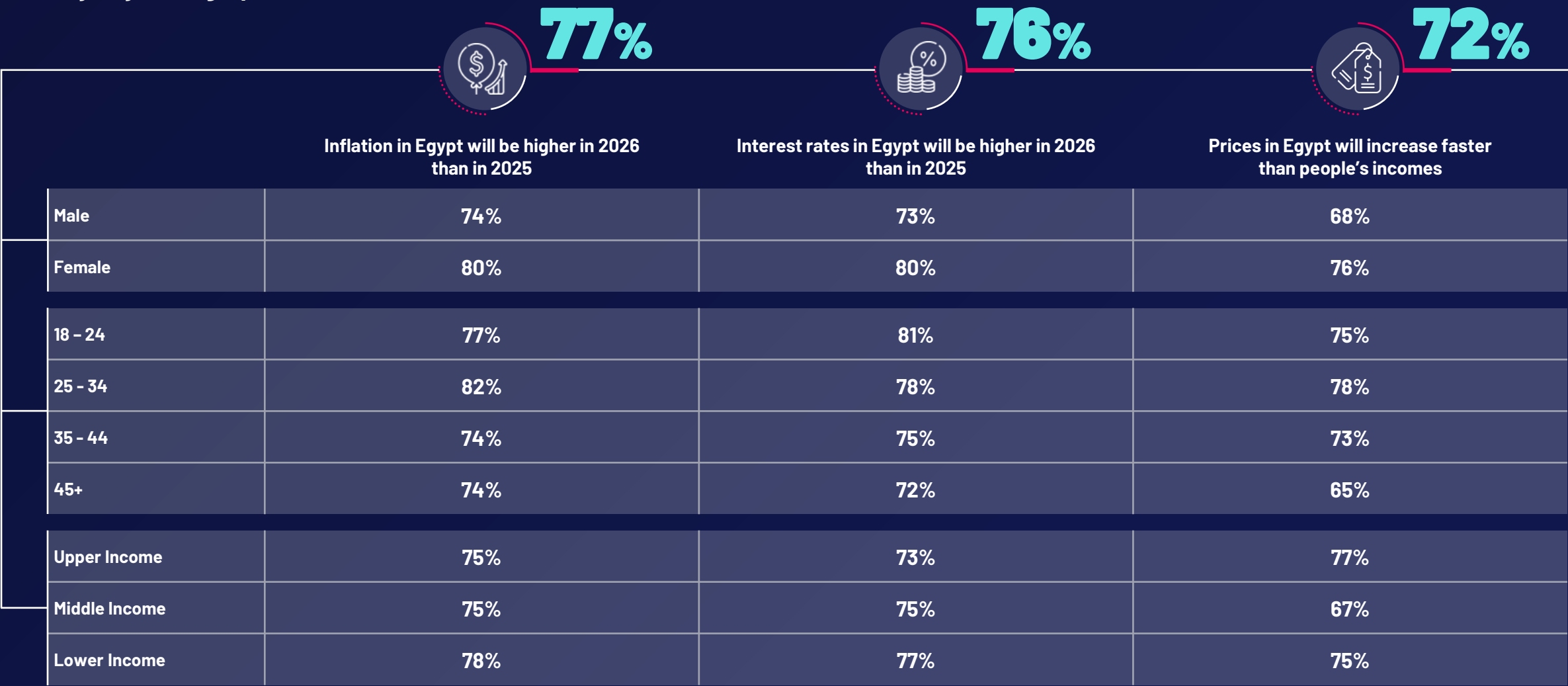
72%

Prices in Egypt will increase faster than people's incomes

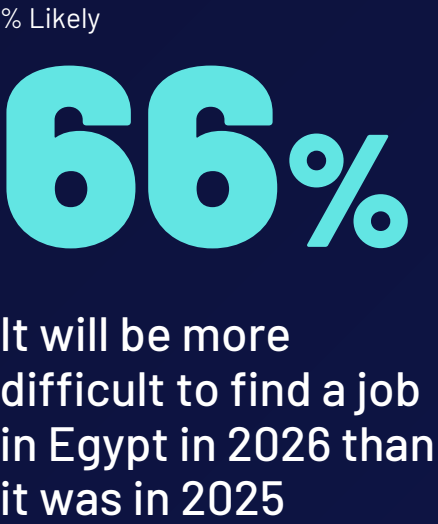


Economic expectations

% Likely - by demographics



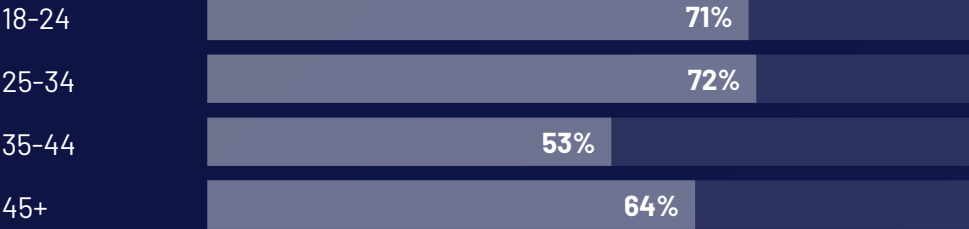
These challenges are reflected in the labour market, where many expect it to become more difficult to find a job



By Gender



By Age



By Income Level



As a result, this sentiment translates into expectations of professionals seeking opportunities abroad in 2026

% Likely

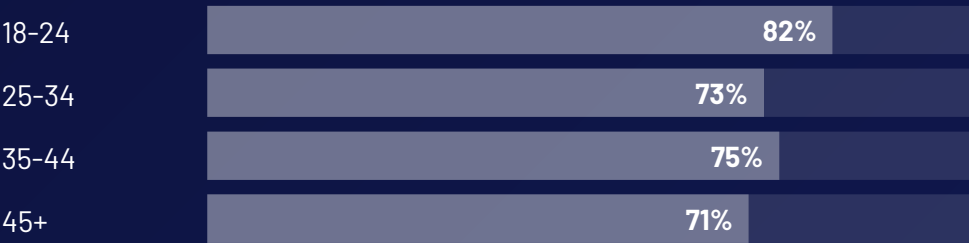
75%

A large number of skilled Egyptian professionals will move abroad for better opportunities in 2026

By Gender



By Age



By Income Level



Yet, many remain optimistic about their personal financial situation

% Likely

65%

My personal financial situation will improve in 2026

By Gender



By Age



By Income Level





Financial optimism for 2026 centers on improved investments and rising gold prices, and nearly 1 in 2 are planning for major purchases



78%

The price of gold will reach unprecedented high levels in 2026

% Likely



75%

The economic environment in Egypt will be better for investment in 2026 than it was in 2025

% Likely



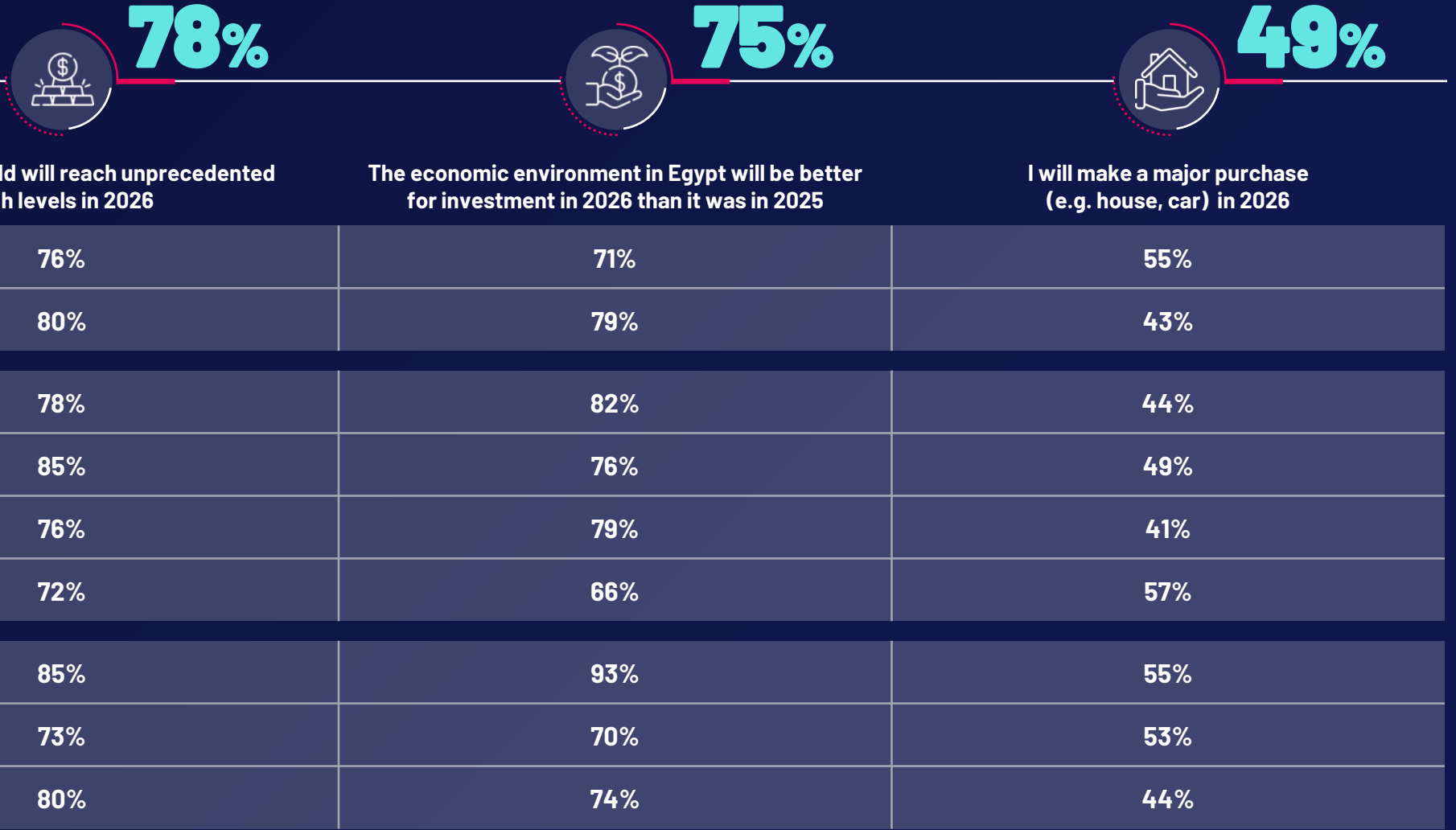
49%

I will make a major purchase (e.g. house, car) in 2026

% Likely

Outlook on investment and major purchases

% Likely - by demographics



Even with growing financial opportunities, most still foresee rising housing costs

% Likely

79%

The cost of buying/renting a home in Egypt will increase in 2026

By Gender



By Age



By Income Level



05

EXPECTATIONS FOR THE WORKPLACE IN 2026

Alongside worries in the labor market, a considerable number foresee companies becoming less flexible with remote-work arrangements

% Likely

63%

Businesses Egypt will become less flexible in work arrangements like remote working compared to 2025

By Gender



By Age



By Income Level



06

EXPECTATIONS FOR TOURISM IN 2026

In tourism, the majority expect more tourists to visit Egypt, with the Grand Museum positioning the country among the world's top destinations



% Likely

87%

The opening of the Grand Museum will make Egypt one of the top tourist destinations in 2026



% Likely

82%

More tourists will enter Egypt in 2026 compared to 2025



07

EXPECTATIONS FOR THE ENVIRONMENT IN 2026

Environmental expectations reflect growing concern, with many anticipating higher global temperatures and more extreme weather events



% Likely

70%

Average global temperatures will increase



% Likely

65%

There will be more extreme weather events in Egypt in 2026 than there were in 2025



Alongside these climate worries, people also expect significant shifts in Nile water levels, with potential impacts on agriculture and daily life

% Likely

67%

Significant changes in the Nile River's water levels will impact agriculture and daily life in Egypt in 2026

By Gender



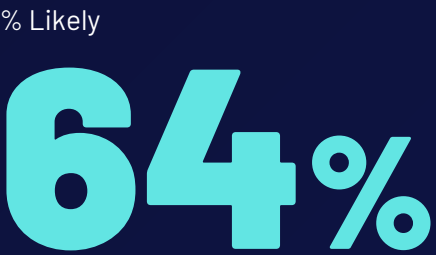
By Age



By Income Level



With these concerns in mind, many believe the government will introduce tougher targets to accelerate emission reductions



The Government in Egypt will introduce more demanding targets to reduce carbon emissions more quickly

By Gender



By Age



By Income Level



However, expectations that these targets will extend to cars remain limited, as around half anticipate worsening traffic in 2026

% Likely

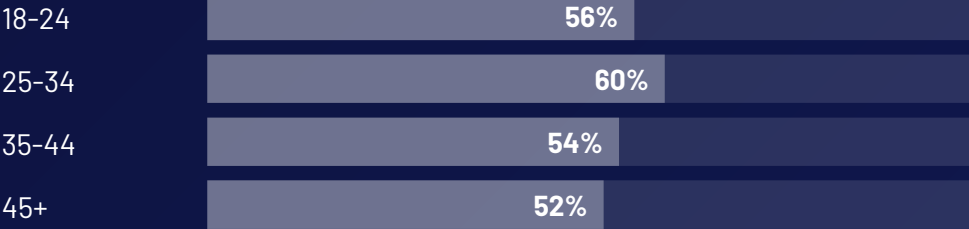
55%

Getting from one place to another in Egypt will take significantly longer in 2026 due to increased traffic congestion

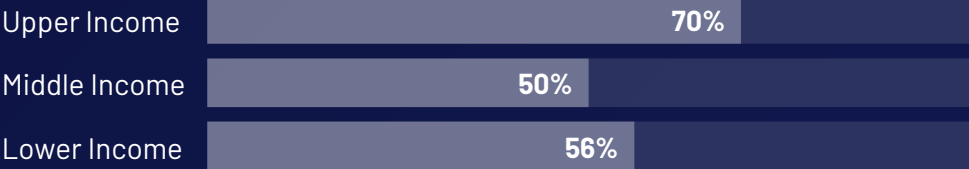
By Gender



By Age



By Income Level



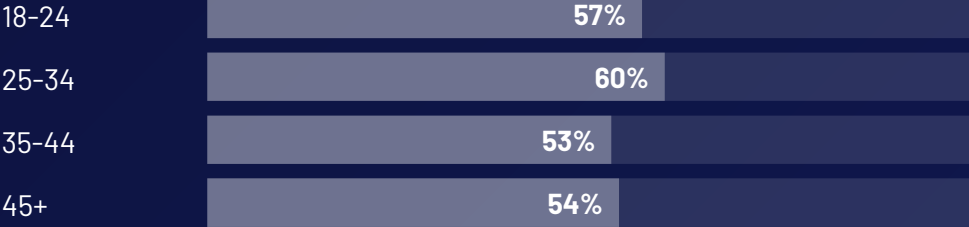
Despite this, 1 in 2 still place their hopes in innovation, believing a breakthrough technology could halt climate change



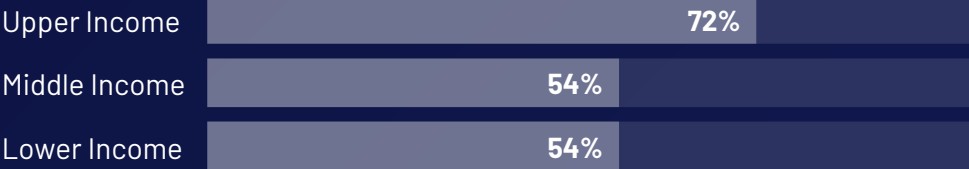
By Gender



By Age



By Income Level



EXPECTATIONS FOR TECHNOLOGY IN 2026

08

Technology's social impact is divided, as the majority anticipate spending more time online while a smaller share plan to reduce their social media use



% Likely

79%

People in Egypt will spend more time socializing online than face-to-face



% Likely

50%

I will use social media less



Expectations for technology

% Likely - by demographics

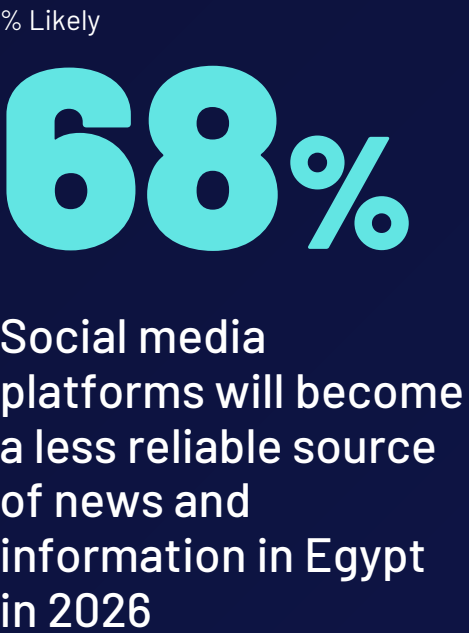


People in Egypt will spend more time
socializing online than face-to-face

I will use social media less

	Male	81%	57%
	Female	78%	43%
	18 - 24	80%	47%
	25 - 34	83%	40%
	35 - 44	78%	49%
	45+	77%	60%
	Upper Income	95%	50%
	Middle Income	74%	51%
	Lower Income	80%	49%

As social life becomes more digital, trust does not follow at the same pace. In fact, social media is expected to lose trust as a source of news and information



By Gender



By Age



By Income Level



When it comes to AI, many see both opportunity and risk, anticipating new job creation alongside the loss of existing roles

70%

% Likely

Artificial intelligence will lead to many new jobs being created in Egypt



By Gender

Male	71%
Female	69%

By Age

18-24	79%
25-34	74%
35-44	63%
45+	66%

By Income Level

Upper Income	75%
Middle Income	74%
Lower Income	66%

69%

% Likely

Artificial intelligence will lead to many new jobs being lost in Egypt



By Gender

Male	71%
Female	67%

By Age

18-24	77%
25-34	71%
35-44	71%
45+	61%

By Income Level

Upper Income	75%
Middle Income	67%
Lower Income	68%

Beyond employment, AI sparks worries over content reliability and data privacy, with growing expectations of deceptive content and heightened personal-data risks

77%

% Likely

By 2026, most people will have trouble telling real content from AI-generated content



By Gender

Male	78%
Female	77%

By Age

18-24	80%
25-34	78%
35-44	80%
45+	73%

By Income Level

Upper Income	87%
Middle Income	78%
Lower Income	75%

77%

% Likely

AI will increase the risk of personal data being exposed or leaked in 2026



By Gender

Male	73%
Female	81%

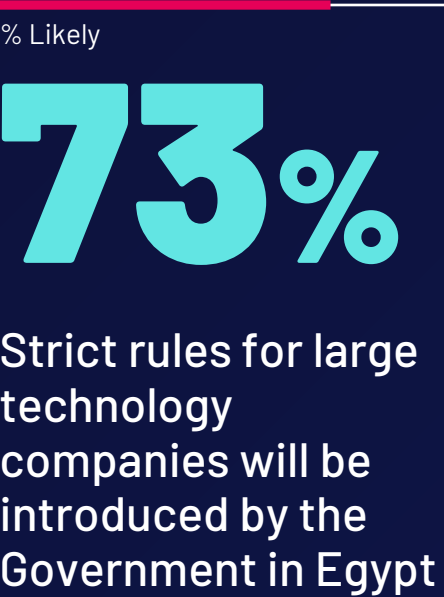
By Age

18-24	83%
25-34	78%
35-44	76%
45+	72%

By Income Level

Upper Income	93%
Middle Income	72%
Lower Income	77%

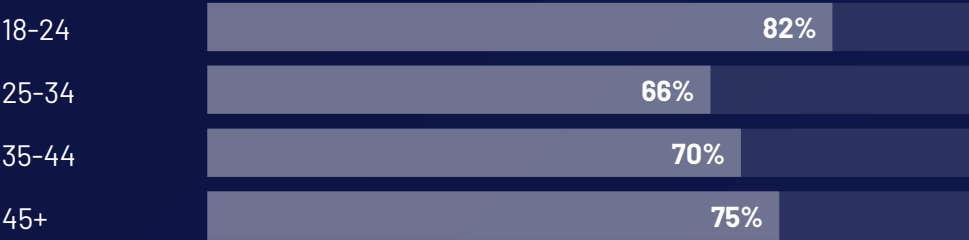
Consequently, many foresee stricter government regulation and closer oversight of major tech companies



By Gender



By Age



By Income Level



EXPECTATIONS FOR THE 2026 WORLD CUP

09

As the World Cup approaches, most expect Egypt to perform strongly, with many also predicting a first-time champion in 2026



% Likely

71%

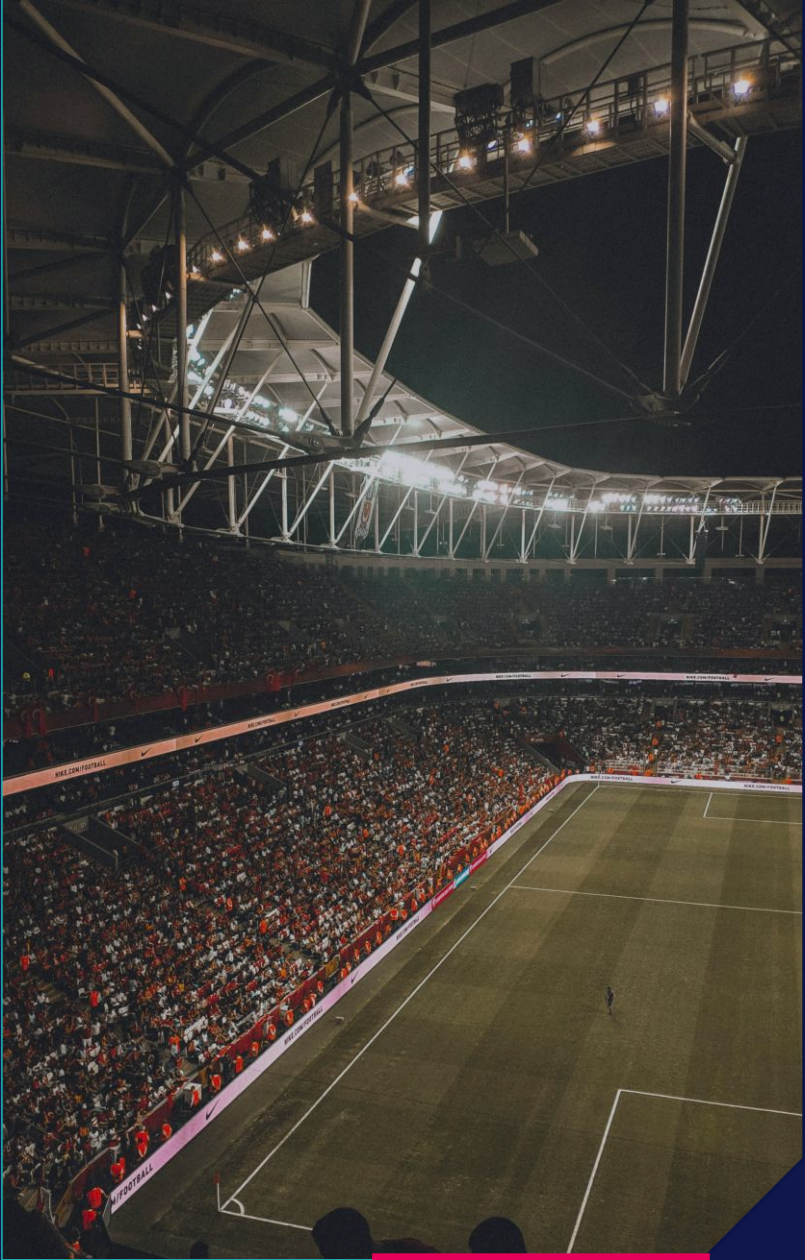
Egypt's team will perform strongly and qualify for the later stages of the World Cup



% Likely

64%

In 2026, a team that has never won the World Cup title before, will win it for the first time



Expectations for the 2026 World Cup

% Likely - by demographics



Egypt's team will perform strongly and qualify for the later stages of the World Cup

In 2026, a team that has never won the World Cup title before, will win it for the first time

	Male	66%	64%
	Female	76%	63%
	18 - 24	76%	71%
	25 - 34	75%	63%
	35 - 44	67%	59%
	45+	67%	63%
	Upper Income	75%	68%
	Middle Income	64%	61%
	Lower Income	76%	65%

PAST & FUTURE RESOLUTIONS

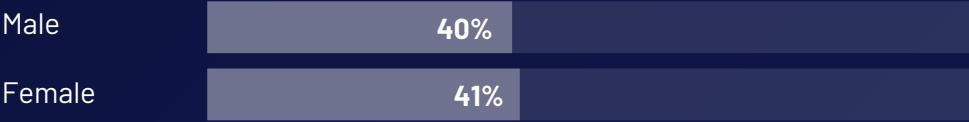
10

Looking back at 2025, about 2 in 5 started the year with clear goals, setting resolutions for what they wanted to achieve

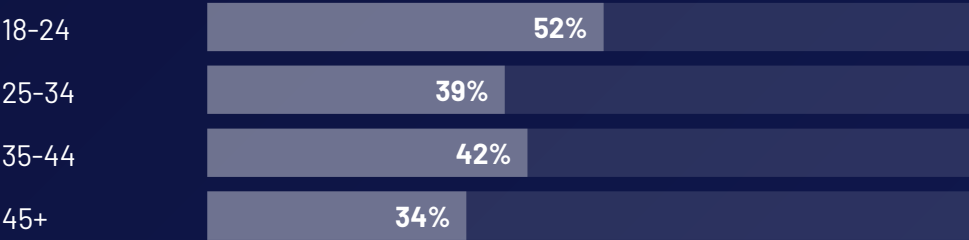
41%

Had set resolutions for things they wanted to accomplish in 2025

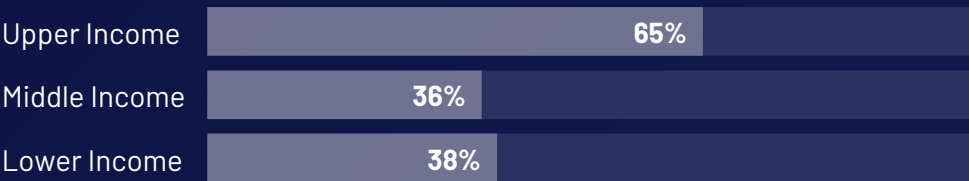
By Gender



By Age



By Income Level



Among those who set goals, most made meaningful progress, while a few felt they hadn't accomplished what they intended

Success in achieving 2025 goals set

12%



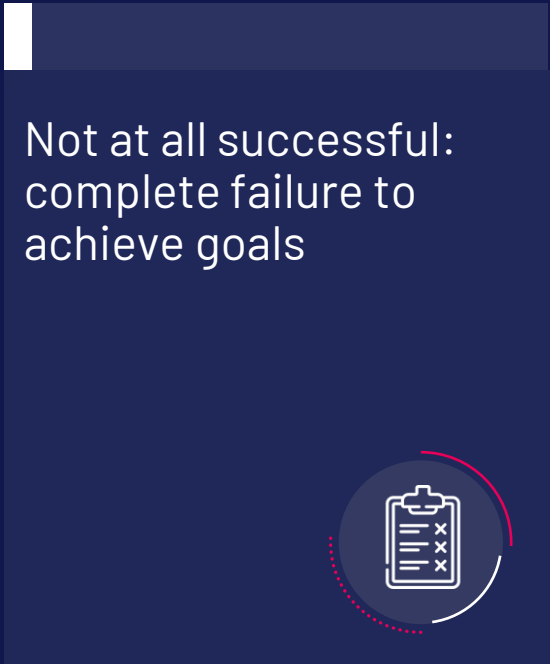
72%



11%



5%



As 2026 approaches, more people plan to set resolutions, signaling a renewed focus on personal progress

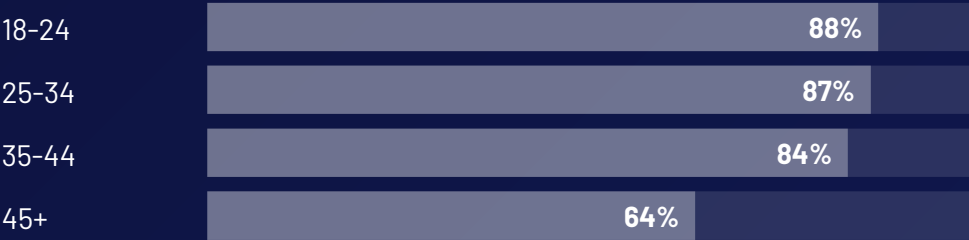
79%

Will set personal resolutions to accomplish specific goals in 2026

By Gender



By Age

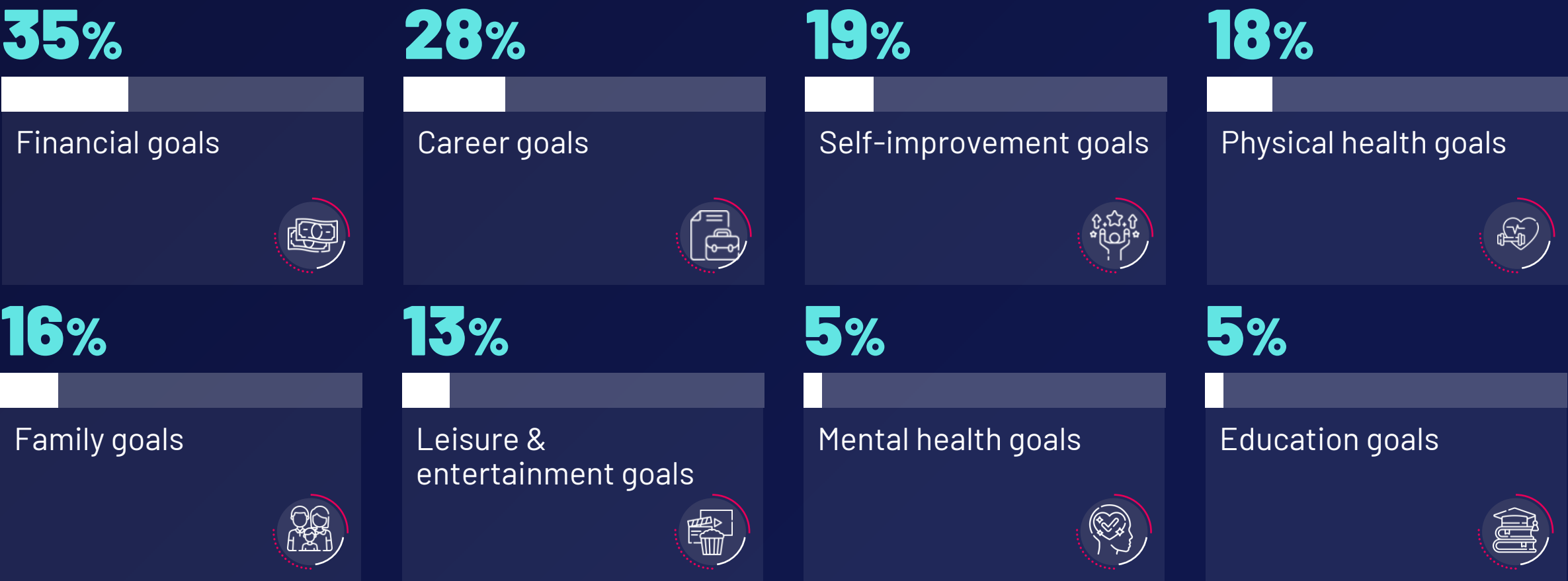


By Income Level



The goals for 2026 are diverse, with financial and career ambitions leading, followed by self-improvement and physical health goals

Types of personal goals for 2026



Sample and methodology

Sample size

500 respondents

Sample criteria

General public: representative of the population across gender, age (18+), region and SECs

Methodology

The survey was conducted via computer-aided personal and telephone interviews

Geographical coverage

Conducted in Egypt
with a nationwide coverage

FOR MORE INFORMATION

Alaa Saied

Senior Client Officer

Ipsos in Egypt

alaa.saied@ipsos.com