

Understanding Egyptian Perceptions of AFCON 2025

Ipsos Synthesis

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Decoding Egyptian Perspectives on AFCON 2025 Through Digital Conversations

This report analyzes online conversations among Egyptians regarding the African Cup of Nations 2025, drawing exclusively on discussions generated within Egypt. Insights are derived from social media platforms, forums, and news sources collected throughout December. The analysis captures how Egyptians perceive AFCON 2025, how the tournament experience is discussed, expectations and winner predictions, and the overall sentiment surrounding the event.



Social Networks

- Instagram
- X(f.k.a. Twitter)
- Facebook
- YouTube
- TikTok



Blogs, Forums & News

- Reddit
- Forums
- Various News Outlets

Key Terminology

Social Reputation Score (SRS) is a business-facing metric that measures overall sentiment around your brand on the social web. On a scale of 0-100, a high SRS indicates a large share of positive mentions around your brand/topic, while a low SRS indicates a large share of negative mentions. The Social Reputation Score allows organizations to understand how they compare to their competitors within their markets, and against other markets, by analyzing customer satisfaction in real-time.

Brands use SRS as a business metric for Customer Satisfaction, as well as for industry benchmarking, competitive analysis, campaign measurement, and crisis monitoring.

The volume rating formula factors volume and sentiment of posts to give a holistic picture of the overall feeling toward a brand as expressed via online channels. It's calculated on the total volume of mentions.

SRS Index Grading



Egyptian Confidence Shapes AFCON Expectations

AFCON remains one of the most emotionally charged and culturally resonant sporting events in Egypt. It is experienced as a shared national moment that drives conversation, emotions, and daily engagement throughout the tournament period. Egyptians largely view AFCON as a celebration of African football and regional unity, particularly across North Africa, rather than just a series of matches.



كل التوفيق والدعم لمنتخب مصر EG في كأس الأمم الأفريقية 2025 بالمغرب 🏆
مع قيادة صلاح وجهود اللاعبين، إن شاء الله نشوف مشواراً مشرقاً وننالج تليق بتاريخ الفراعنة 🏴 كنا
فخورين بيكم ووراكم قلبًا وقالبًا ❤️ #منتخب_مصر #كأس_الأمم_الأفريقية #AFCON2025



An Overall social reputation score of 61.1 reflects a largely positive conversation around AFCON in Egypt. Engagement is driven by anticipation and analysis rather than emotional extremes, reflecting measured excitement ahead of the tournament.



Egypt



Morocco



Algeria



Senegal



Ivory Coast

SRS

61.3

60.9

59.8

58.4

57.9

Top AFCON'25 Contenders, According to the Egyptian Online Conversations



Egypt - The Potential Winner

Egyptian online conversations consistently position their national team as the leading contender for AFCON. This confidence stems from strong national pride, belief in the team's winning mentality, and Egypt's long standing dominance in the tournament. In addition, trust in experienced leadership and star players reinforces the expectation that success is anticipated and familiar, rather than extraordinary.

Egypt, the most frequent participant and winner of titles 🏆, is ready to write a new chapter in the Africa Cup of Nations 🔥
#AfricaWithElGazzar #AFCON2025

مصر لما بتكسب بتفكرنا إنها مش مجرد منتخب... دي تاريخ وبطولات وهوية. فوز مستحق على جنوب إفريقيا، ورسالة إن الفراعنة دائمًا موجودين وقت الجد. خطوة بخطوة، مباراة بمبارة، والحلم يكبر... وإن شاء الله تكمل المشوار للآخر ونرفع كأس إفريقيا من جديد. تحيا مصر 🏆



Morocco - The Strongest Competitive Threat

Morocco is discussed as a team capable of going all the way, with many pointing to **home advantage** as the key reason the tournament feels aligned in their favor. Conversations frequently reference **familiar stadiums, strong home crowds**, and **Morocco's Arab & World Cup** runs as proof that the team can compete and succeed on the biggest stages. Morocco is also described as well prepared and hard to break down, reinforcing the belief that hosting AFCON could realistically translate into a win.

المجموعة الأولى بالمغطيات المغرب أول مجموعة لأنها صاحبة الأرض والجمهور بس المفاجات في المجموعة دي واردة جداً!!!!... #أم_إفريقيا #AFCON2025

وهذا إذ دل على شيء هو جودة المغرب على جميع الأصعدة والأهم هو روح اللاعبين كل لاعب متحمس وسعيد بهذه المنافسة القوية معلومه قد لا تهمك لم يتعرض منتخب المغرب لأي خسارة في آخر 34 مباراة رسمية أقيمت على أرضه محققاً 30 فوزاً و4 تعادلات #المغرب #المغرب #كأس_أم_إفريقيا #كأس_إفريقيا_2025



Algeria - Credible Challenger

Algeria is frequently discussed as a **credible contender** with real winning potential, though they often speak with a sense of **caution** rather than **certainty**. **Algeria's AFCON history** is connected with expectations of a comeback after recent disappointments. Discussions regularly highlight the balance between **experienced leaders and younger players**, with confidence in Algeria's tactical discipline, reinforcing the idea that the team has what it takes to **challenge for the title**.

It will be Egypt Vs Algeria in the Afcon final!

منتخب الجزائر سيكون رقم صعب في البطولة ومرشح قوي للنadir باللقب DZ 🏆

How Egypt's National Team Is Perceived Online

Egyptian public opinion reflects a deeply emotional and complex relationship with the national team.

On one hand, there is strong pride, optimism, and belief in Egypt's historical stature as a continental powerhouse, reinforced by the presence of star players and the symbolic role of the team in national identity.

On the other, this pride is coupled with high expectations and sharp criticism, particularly around management, planning, and consistency.



The national team is viewed as a powerful symbol of unity and identity. Matches are shared national moments, and Egypt's historic success in African football continues to shape expectations and belief in the team.

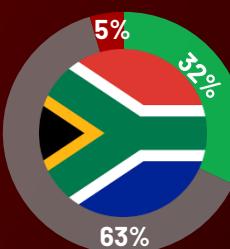
Fans closely analyze performances, formations, and player choices, with strong focus on tactical decisions and key figures like Mohammad Salah and Omar Marmoush.

Criticism centers on planning, governance, and sustainability. Inconsistent performances, defensive issues, and reliance on star players are seen as signs of deeper structural challenges.

VS Angola



Public reactions to the Egypt vs Angola match were mixed, with news and media coverage dominating online discussion. **While qualification and maintaining an unbeaten group stage were viewed very positively, many fans described the match as boring and criticized the team's overall performance following the goalless draw.**



VS South Africa

The Egypt vs South Africa match was largely perceived positively. The victory was seen as an important and confidence-boosting result, amplified by strong media coverage and high online engagement. **Despite key players, team resilience, and the late winner being praised, some criticism persisted around overall performance and refereeing decisions.**



A moment of silence for everyone who watched Angola vs Egypt.....



مباروك تصدر المنتخب المصري مجموعته في البطولة الأفريقية، لكن وجوب القول إن مباراة مصر وأنجولا، باشتثناء مصطفى شوبيه، كانت بوضوح الفوارق الكبيرة بين لاعبي المنتخب الأساسيين والبدلاء، وهو أمر بدا طبيعياً في ظل سوء فترة الإعداد، وقلة العمل الجماعي، وضعف الانسجام بين عناصر لم تلعب معاً.



تصدي عالمي من مصطفى شوبيه في مباراة أنجولا AFCON2025#



عايزين نركز على شكل الفريق. باللاعب اللي لعبناه قدام جنوب إفريقيا ده هنطلع من دور الـ ١٦



الشناوي النهارده عمل عظمه



أول مره تكسب جنوب إفريقيا من ١٩٩٩م اول مره تصدع اول المجموعه من ٢٠١٩م اول مره تشويف الروح دى من أيام حسن شحاته استمر ياعميد



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