SPOTLIGHT*EGYPT

VIEWS ON INFLATION

July - 2026

Contents

Key Findings

Improving Financial Wellbeing and Consumer Confidence

Many Egyptians are becoming more confident in their ability to financially cover their daily expenses, as inflationary pressures begin to ease. While cost-of-living concerns remain, fewer consumers report making significant lifestyle sacrifices. Although **utilities, transportation, telecommunications, and food and beverages** continue to be the categories most associated with price increases, households are increasingly adapting their budgets and demonstrating greater confidence in managing everyday expenses

More Conscious and Balanced Spending Habits

As inflationary pressures ease**, consumers are adopting a more balanced and conscious approach to spending**. Many are focusing on **prioritizing essential purchases**, **monitoring expenses** more closely, and **planning their spending** more carefully to make the most of their budgets. These habits reflect **growing financial awareness** and discipline, helping households better manage their finances and adapt to changing economic conditions while maintaining financial stability and quality of life.

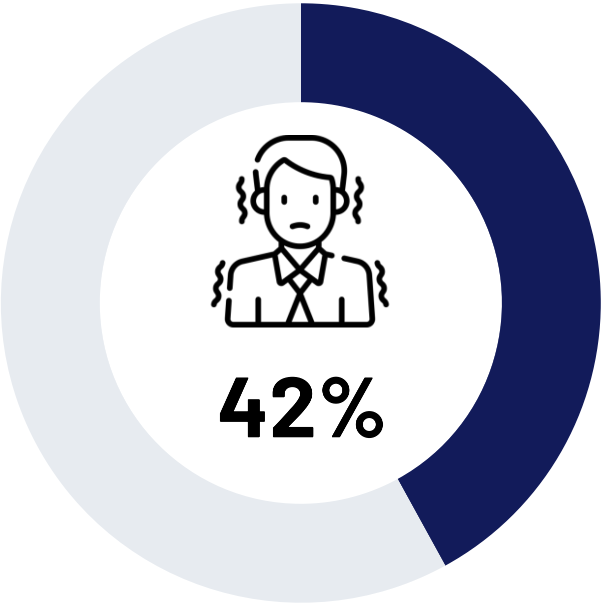
Future Economic Expectations and Drivers for Confidence

When looking ahead to the upcoming year, the public maintains a **cautious outlook**, with many **expecting prices, interest rates, and taxes to continue their upward climb**. However, Egyptians are looking for **stable prices, lower inflation, higher incomes, and better job opportunities**. Additionally, they want to see **broader economic stability driven by clear policies, a stronger local currency, and the reassurance** that basic goods will remain affordable.

FINANCIAL WORRIES

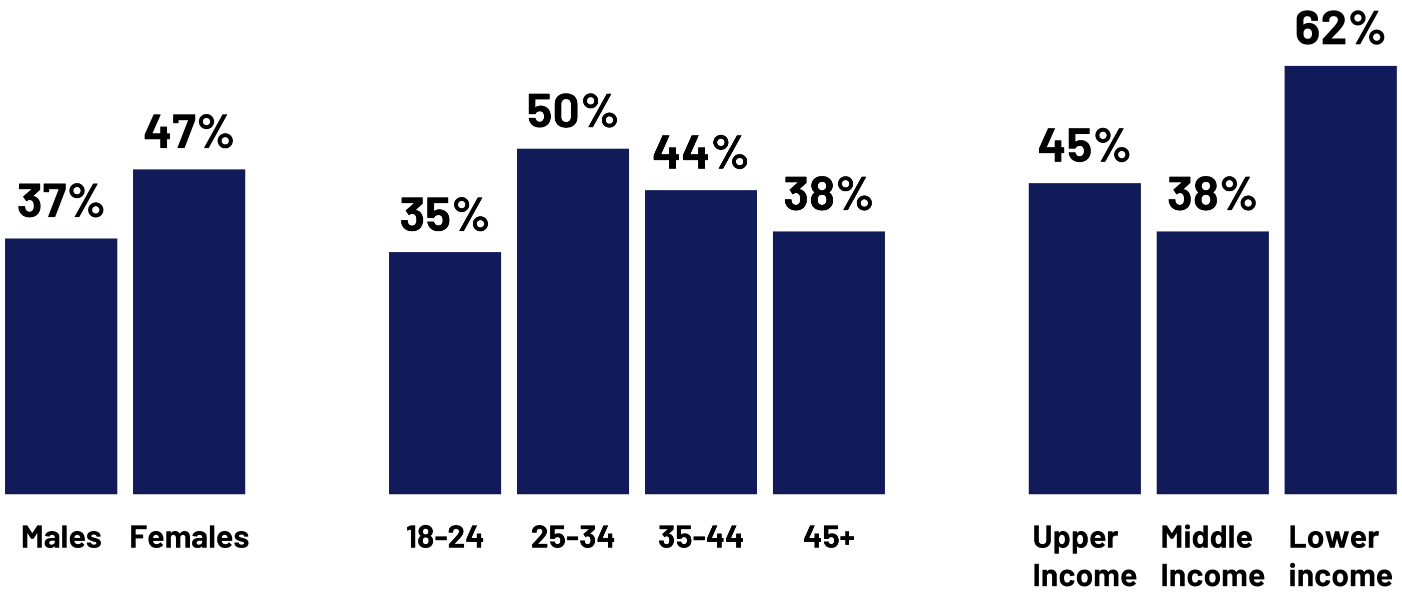
Financial worries

% Agree – by demographics



I worry about not being able to financially cover my daily expenses

-23 pts

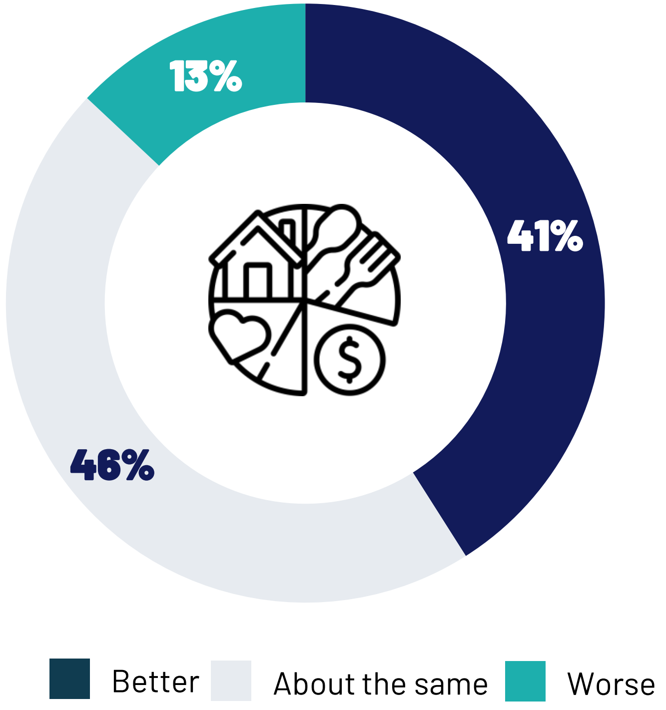


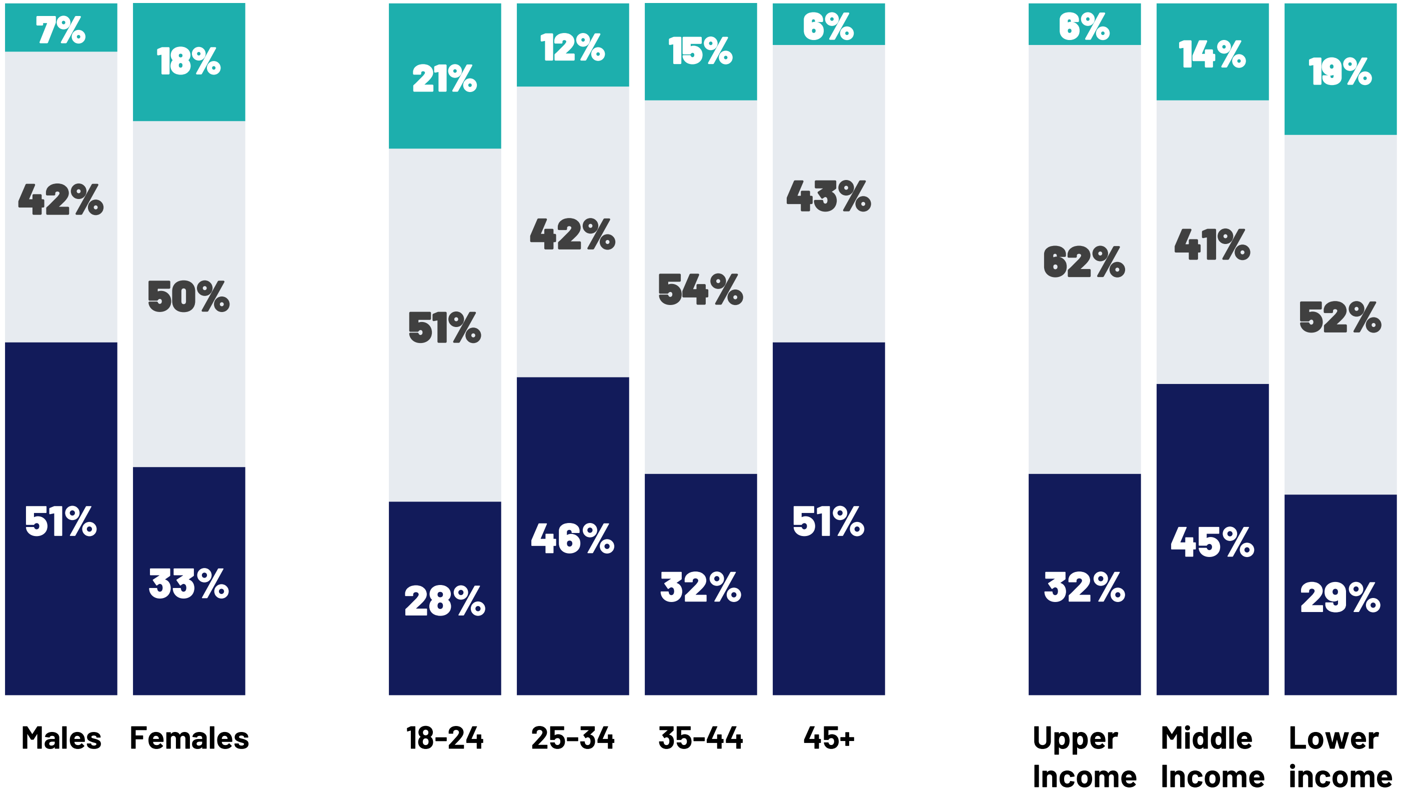
Change vs 2024

Views on the cost of living

% by demographics

Views on cost of living compared to neighbors

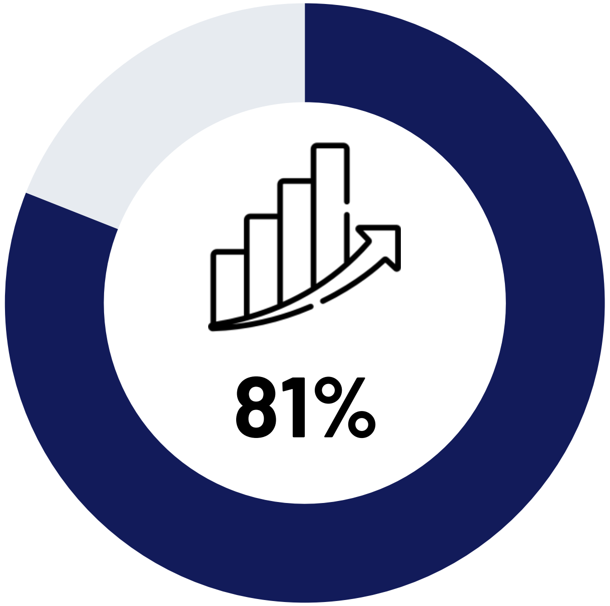




VIEWS ON PRICES AND SPENDING

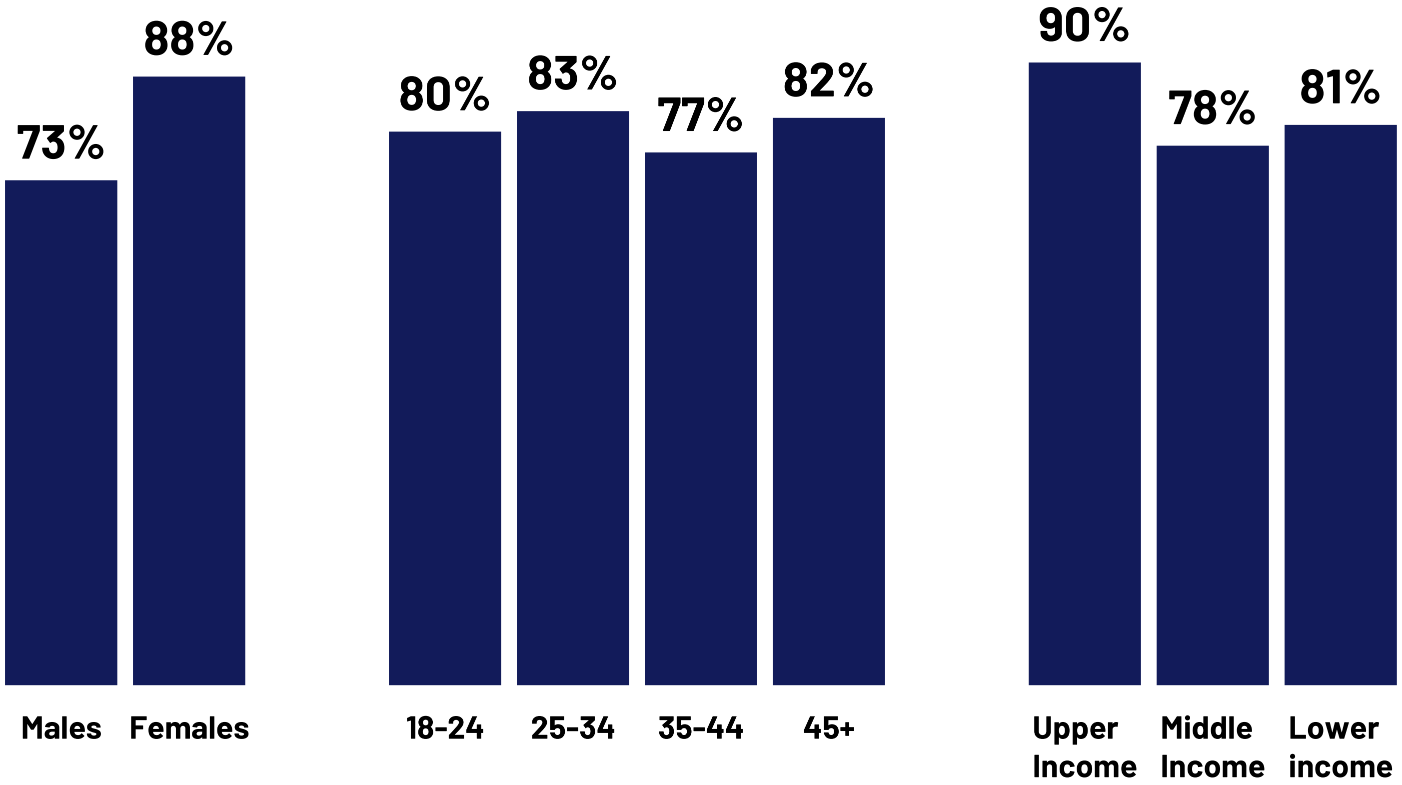
Views on prices

% Increase – by demographics



Believe that prices have increased in the past 6 months

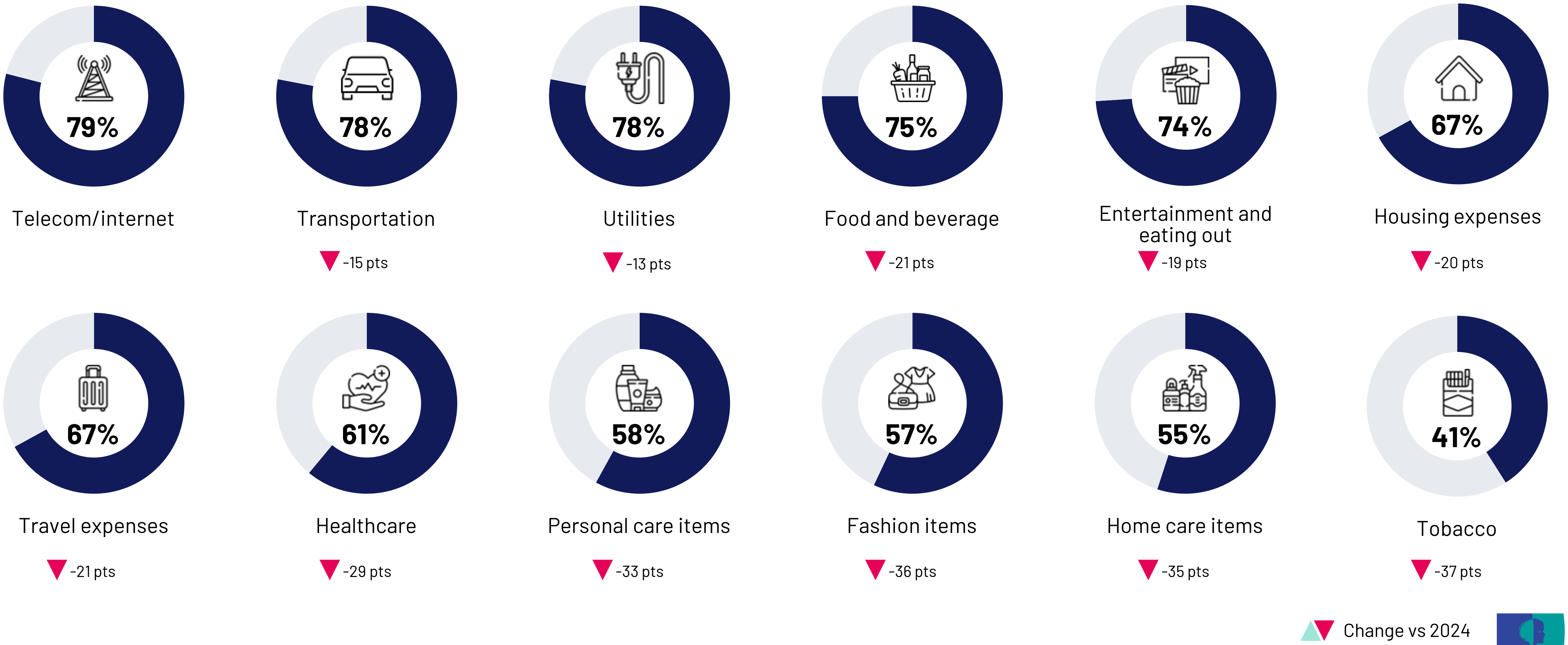
▼ -12 pts



Change vs 2024

Views on price increase per category

% Increase



Views on price increase per category

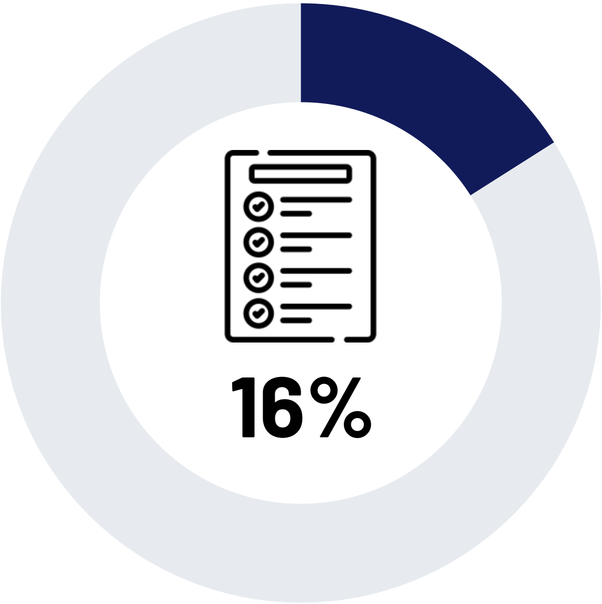
% Increase - by demographics

	Telecom/internet	Transportation	Utilities	Food and beverage	Eating out and Entertainment	Housing expenses	Travel expenses	Healthcare	Personal care items	Fashion items	Home care items	Tobacco
Total	**79%**	**78%**	**78%**	**75%**	**74%**	**67%**	**67%**	**61%**	**58%**	**57%**	**55%**	**41%**
Male	73%	74%	72%	71%	65%	68%	61%	58%	45%	46%	51%	47%
Female	83%	82%	84%	79%	82%	66%	72%	64%	71%	67%	58%	36%
18-24	80%	78%	79%	76%	84%	70%	74%	62%	59%	59%	44%	41%
25-34	77%	80%	77%	68%	77%	64%	63%	58%	67%	65%	50%	39%
35-44	72%	71%	74%	69%	73%	49%	60%	51%	67%	55%	70%	42%
45+	83%	81%	81%	85%	65%	78%	70%	71%	45%	50%	57%	43%
Upper Income	82%	80%	79%	76%	92%	72%	75%	64%	66%	66%	64%	49%
Middle Income	77%	77%	77%	74%	69%	64%	65%	59%	56%	53%	51%	37%
Lower income	84%	85%	88%	81%	70%	75%	65%	74%	61%	67%	63%	55%

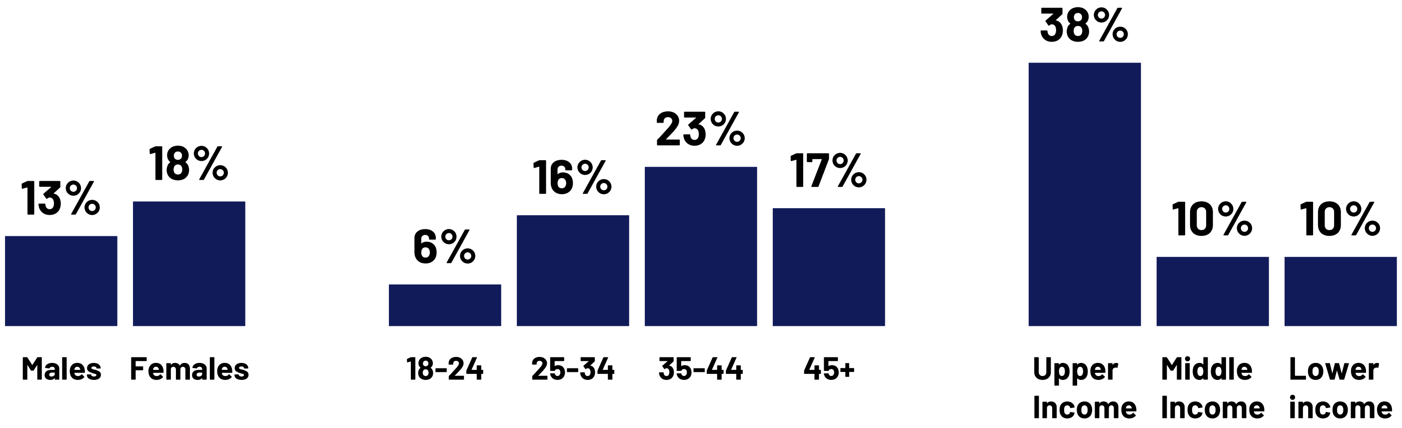
HOW ARE PEOPLE DEALING WITH INFLATION?

Taking measures to counter the increase in prices

% – by demographics



Have taken or plan to take measures to counter the increase in prices



Top measures taken to counter the increase in prices

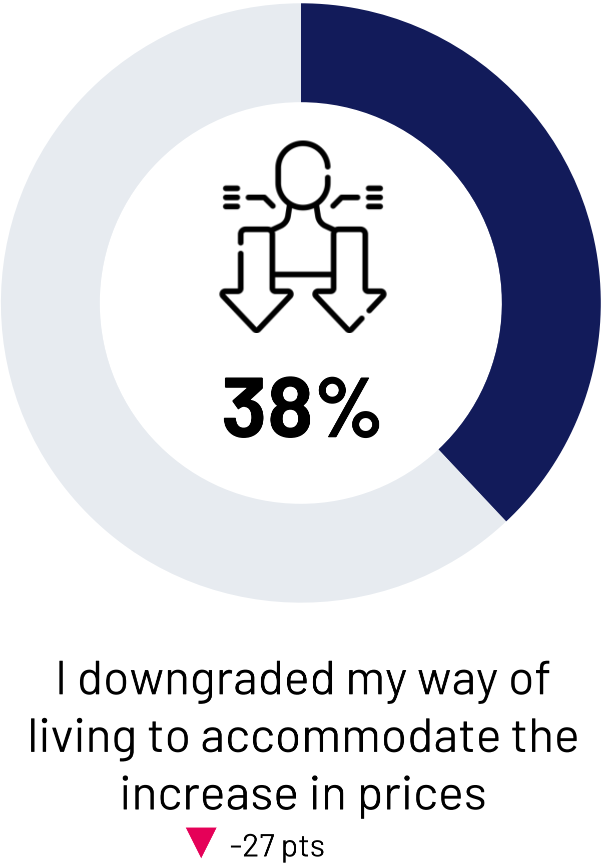
Change vs 2024

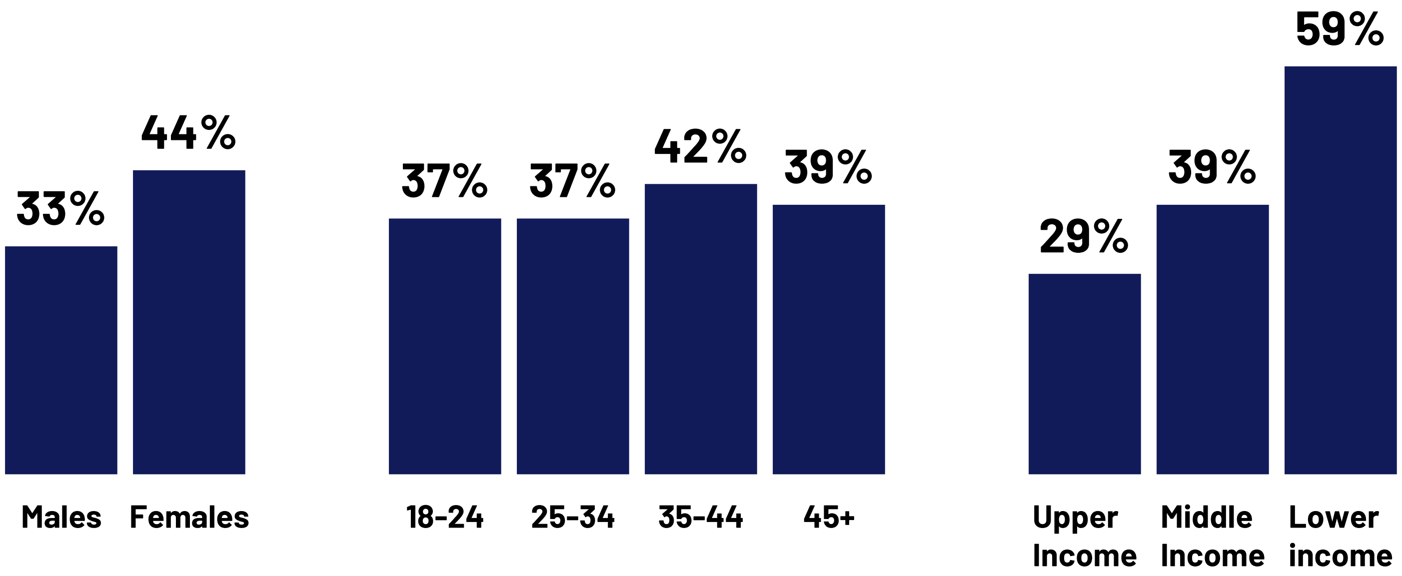
% Out of those who take measures

THE IMPACT OF INFLATION ON LIFESTYLE

Lifestyle adjustments in response to rising prices

% Agree – by demographics





Change vs 2024

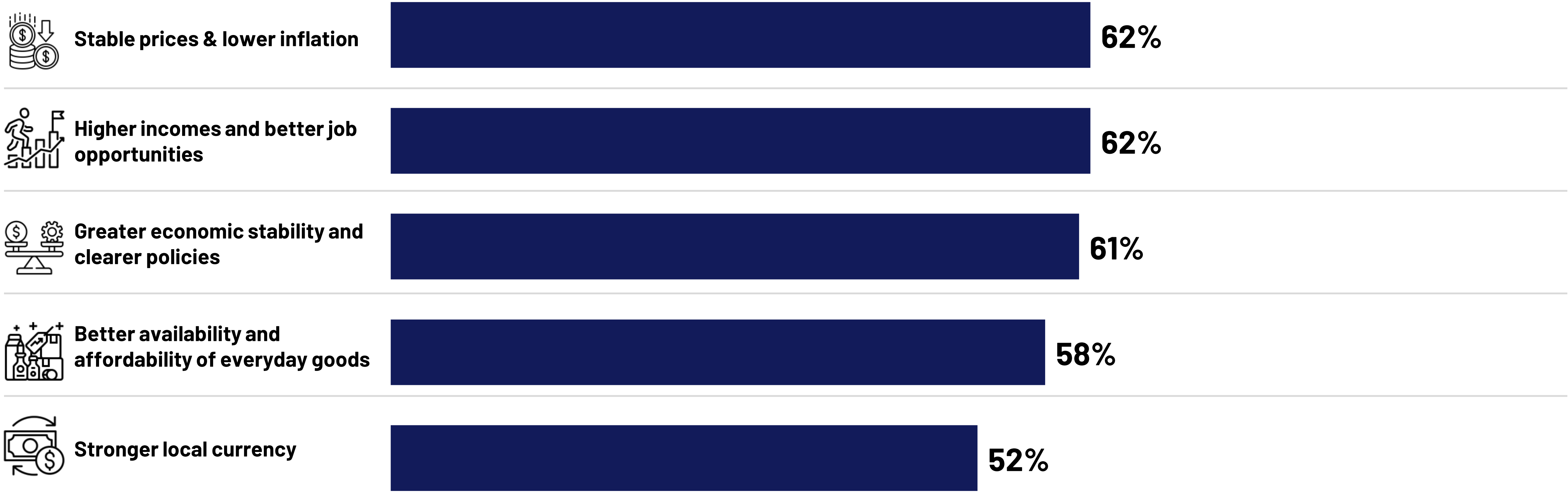
ECONOMIC PREDICTIONS AND CONFIDENCE DRIVERS

Expectations for the year ahead

% Expect to increase

What would boost confidence in the economy?

% Believe would increase confidence



Sample and methodology

Sample size
500 respondents

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

Methodology
The survey was conducted via computer aided personal interviews (CAPI) and computer aided Telephone interviews (CATI)

Geographical coverage
Conducted in Egypt
with a nationwide coverage

FOR MORE INFORMATION

Alaa Saied
Senior Client Officer
Ipsos in Egypt
Alaa.Saied@ipsos.com