SPOTLIGHT*EGYPT

SHOPPER BEHAVIOUR & ATTITUDES



September - 2026

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2 Types of shoppers in Egypt

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Key Findings

Evolving Preferences and Channel Choices

Physical retail continues to shape how Egyptians shop, with most consumers preferring the **store experience** and the **familiarity of local brands**. At the same time, **a growing share are turning to online channels**, gradually shifting the balance between the two. While in-store shopping remains the norm, **online purchasing is becoming a more established part of everyday behavior**, and shoppers are increasingly comfortable moving between **physical and digital channels** depending on what they are buying.

More Considered and Value-Driven Habits

Egyptian shoppers continue to approach purchases with **care and consideration**. Many still **plan their shopping trips, stay with brands they know and trust**, and look for **deals and promotions** wherever they can. Although this discipline is gradually easing, **quality and price remain the two decisive factors in brand choice**, while image-led and emotional considerations play a far smaller role. These habits reflect a **practical, value-focused mindset** that continues to guide everyday purchasing decisions.

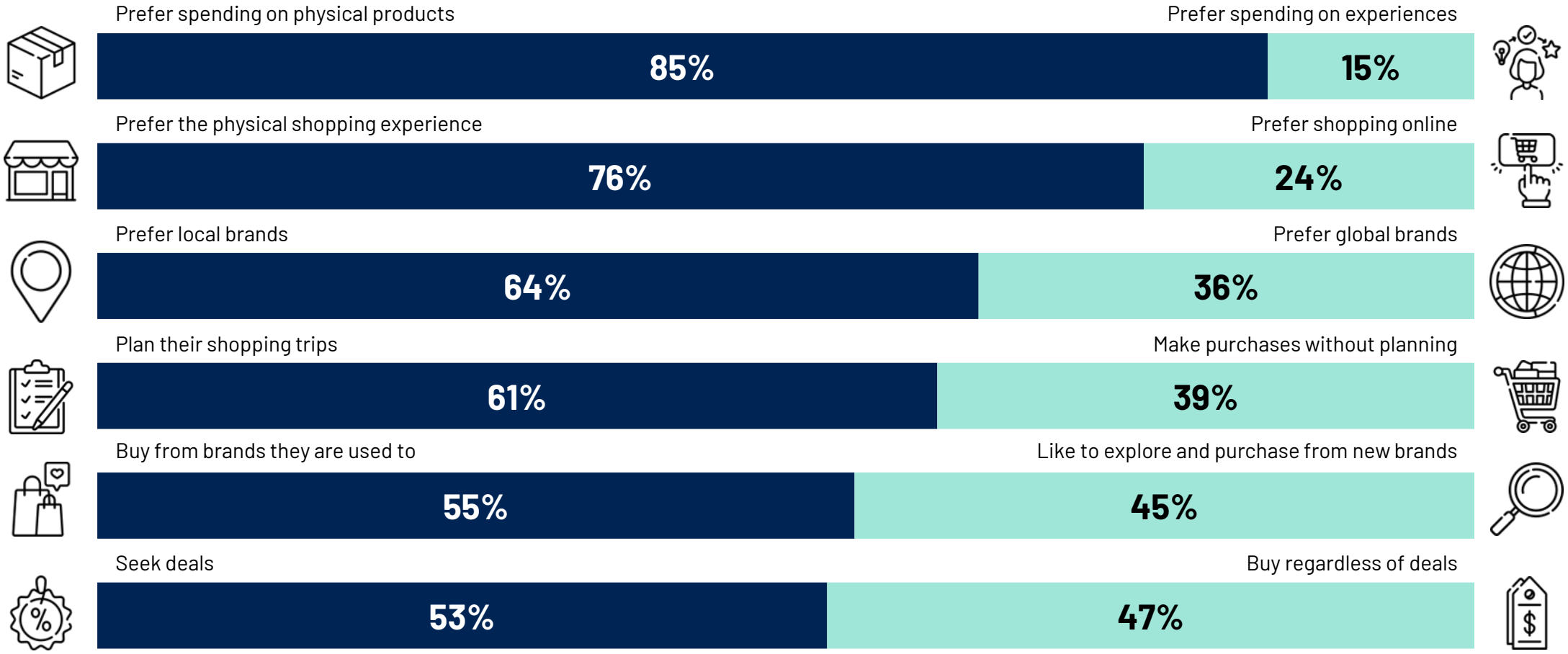
Information Sources and Brand Trust

When gathering information about brands, Egyptians now draw on **online and offline sources in almost equal measure**, with **social media playing an increasingly central role**. However, **personal recommendation remains the most trusted influence on purchase decisions**, ahead of expert opinion and influencers. Consumers also **look to the experiences of other customers before buying** and are giving **greater weight to a brand's referrals and reputation**, reinforcing the importance of advocacy and credibility.

TYPES OF SHOPPERS IN EGYPT

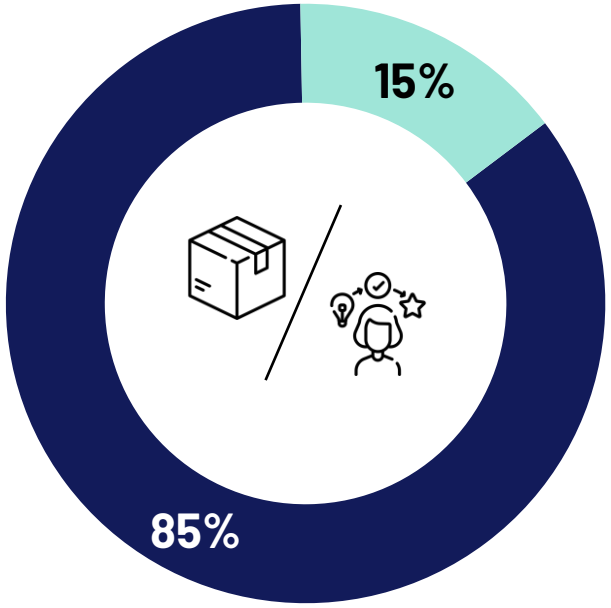


Shopper types



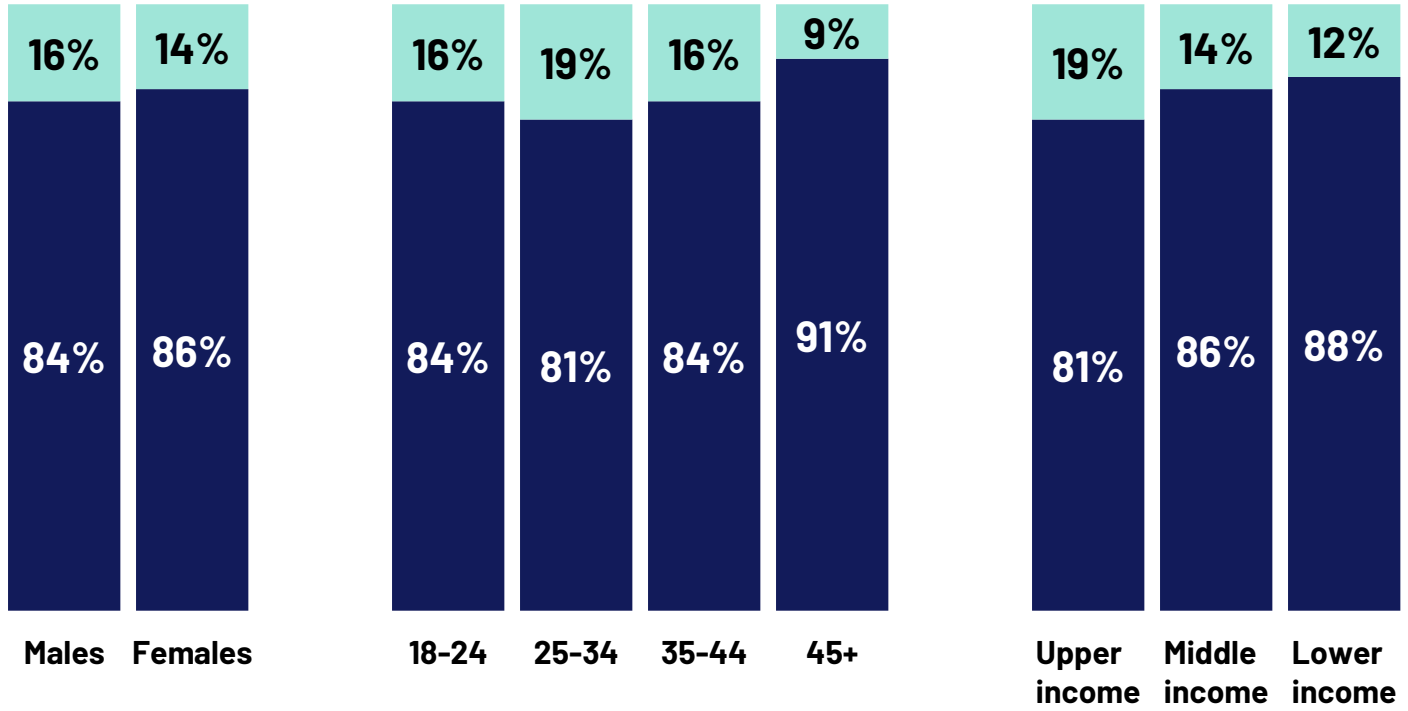
Physical products vs. experiences

% - by demographics



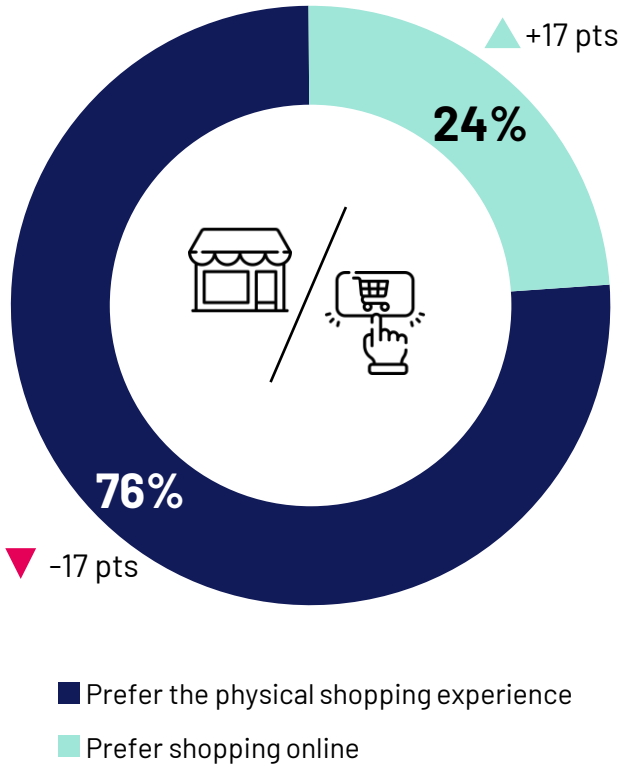
Prefer spending on physical products

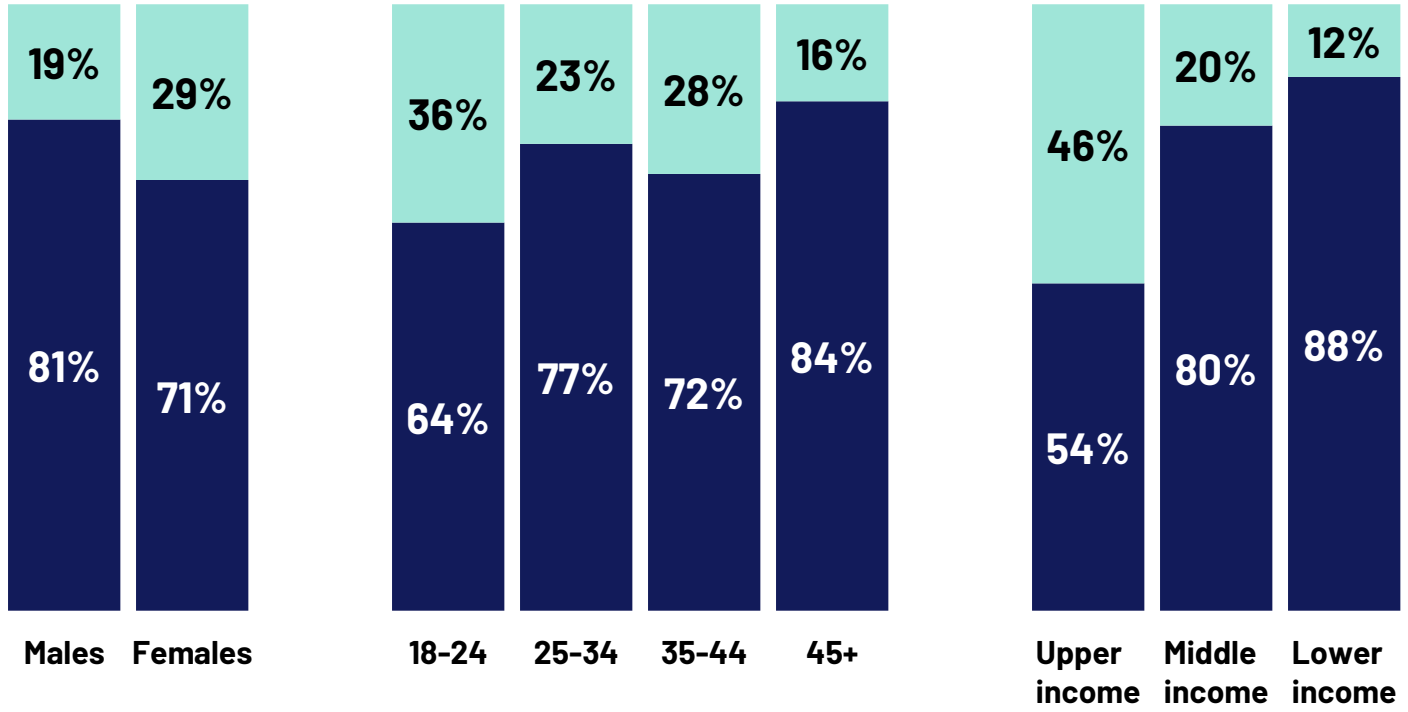
Prefer spending on experiences



Physical vs. online shopping

% - by demographics

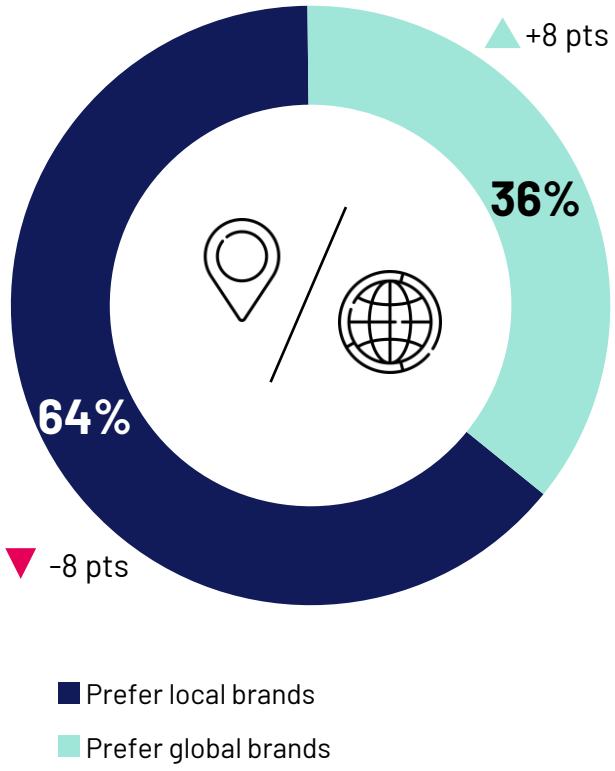


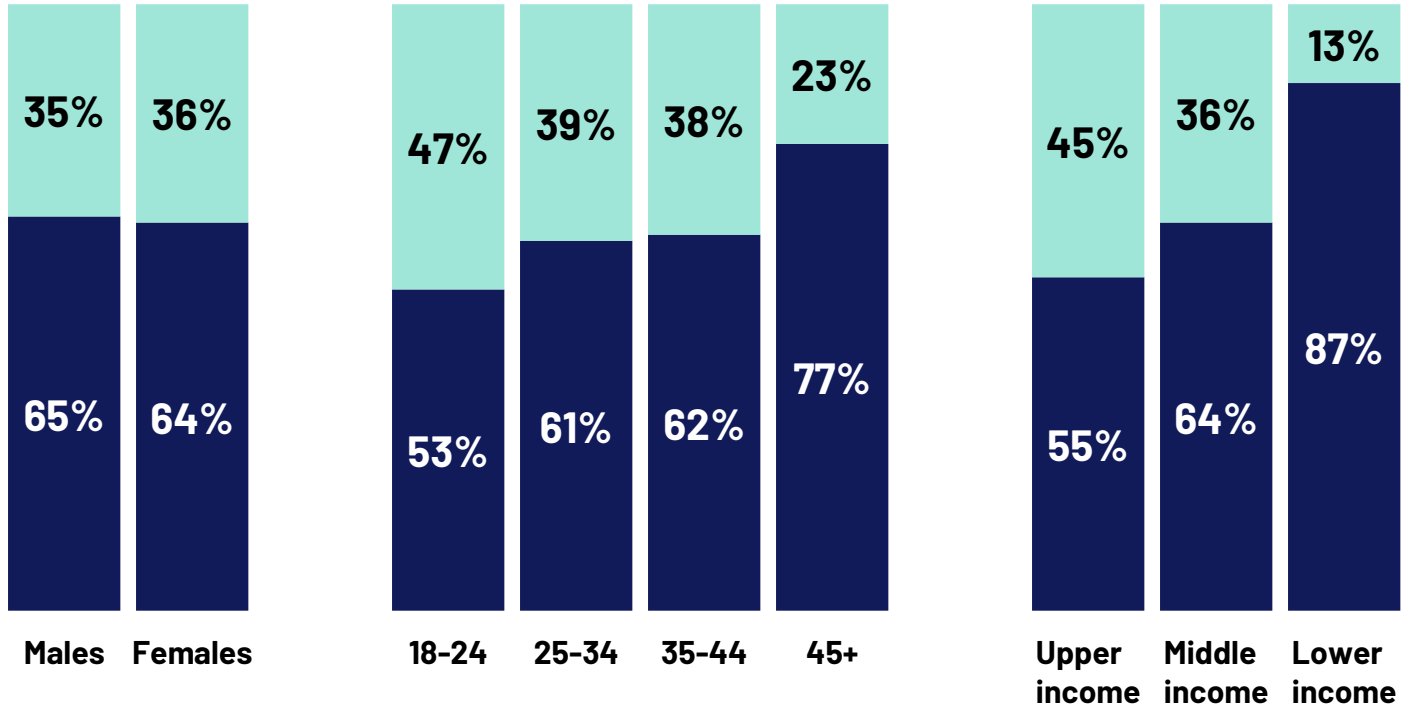


Change vs 2025

Local vs. international brands

% - by demographics

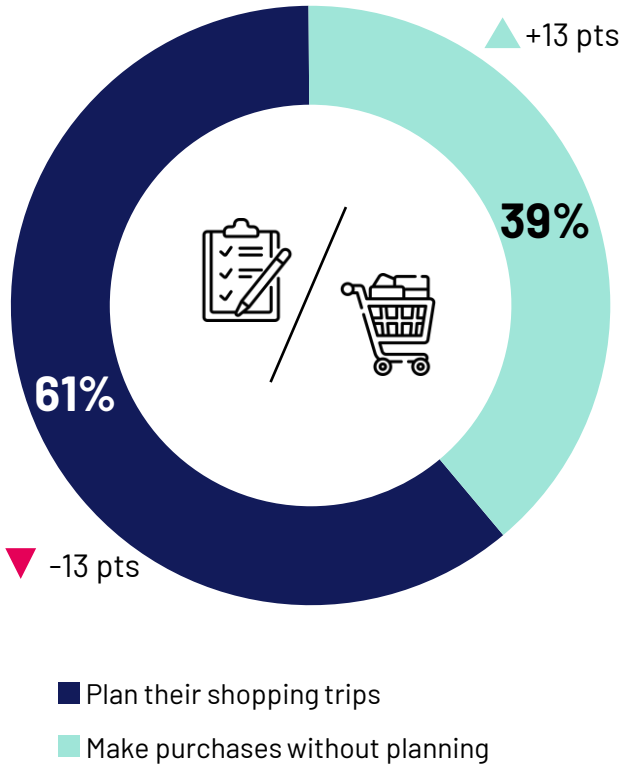


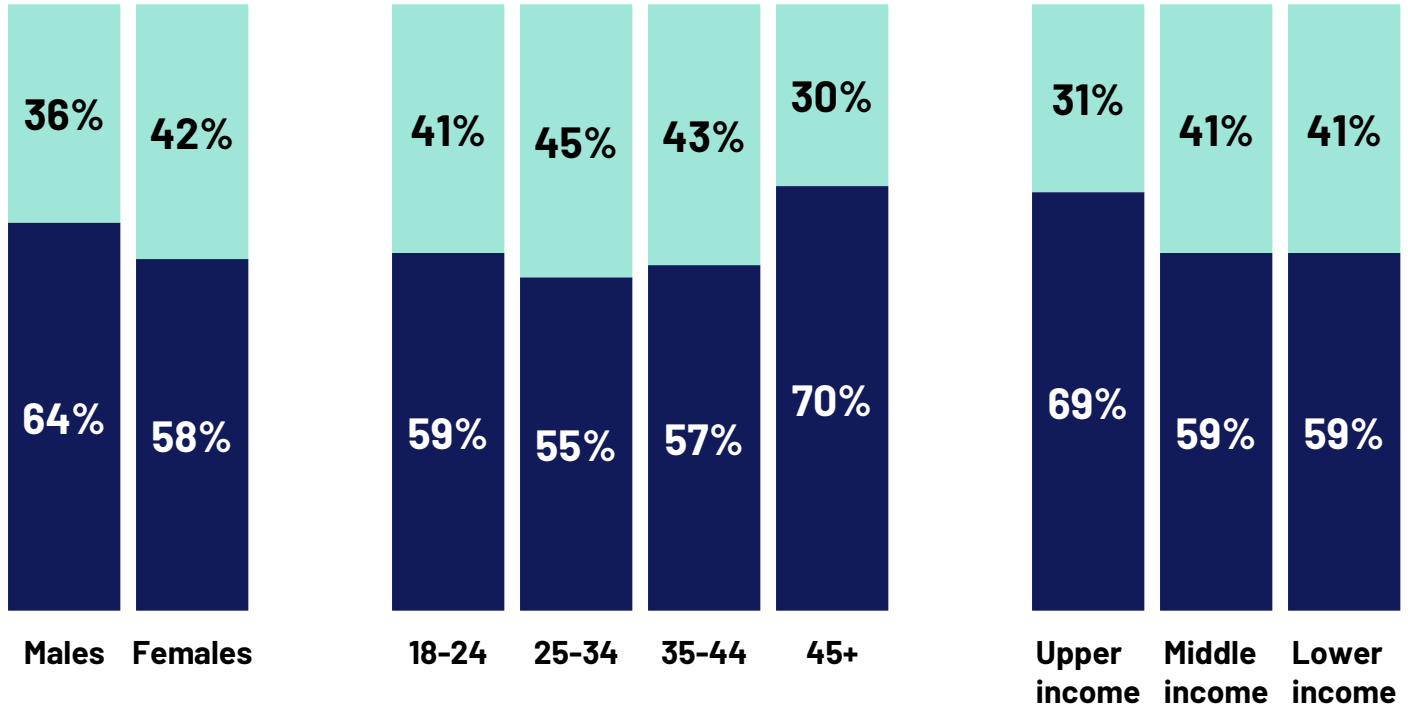


Change vs 2025

Planned vs. unplanned shopping

% - by demographics

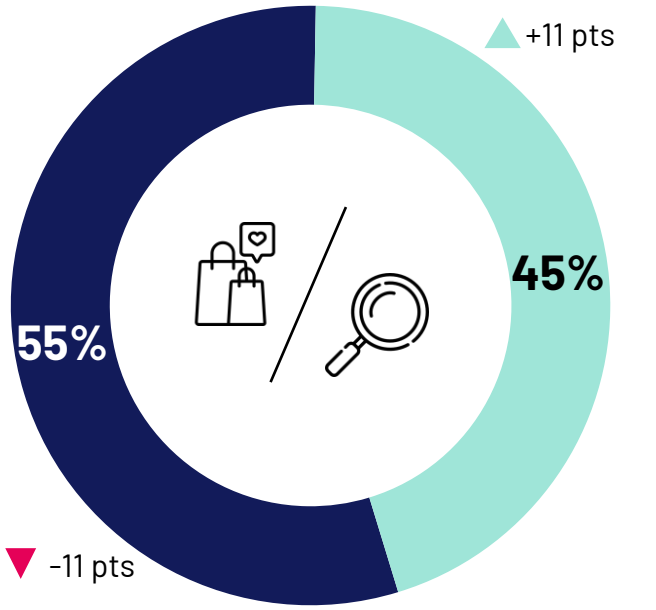




Change vs 2025

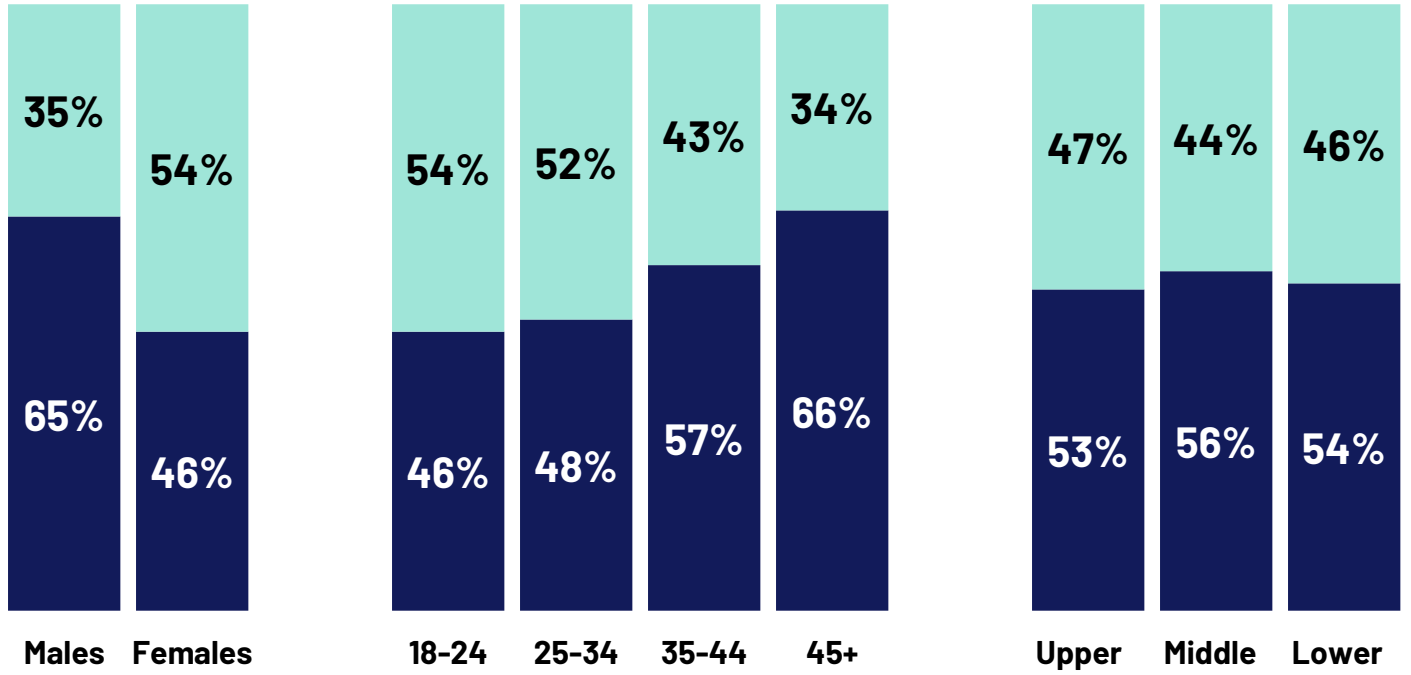
Purchasing usual brands vs. exploring new brands

% - by demographics



Buy from brands they are used to

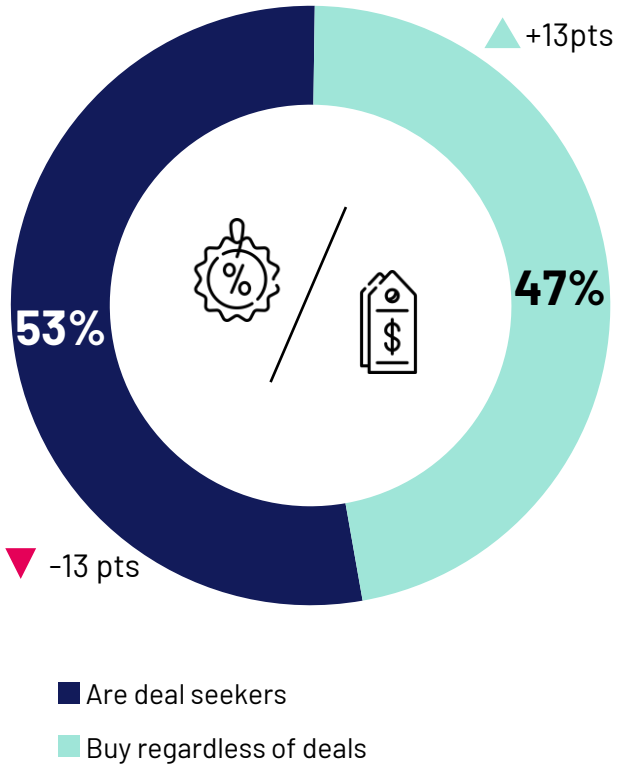
Like to explore and purchase from new brands

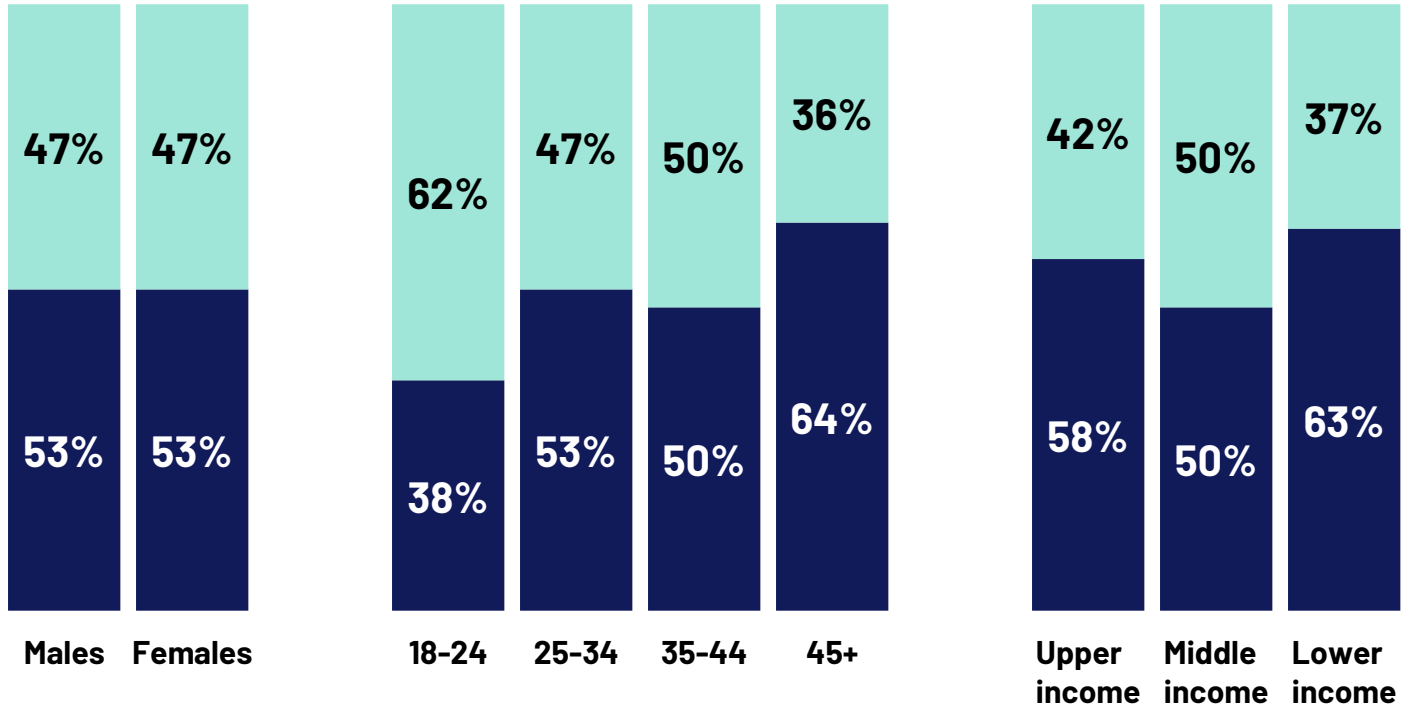


Change vs 2025

Deal seekers vs. non-deal seekers

% - by demographics





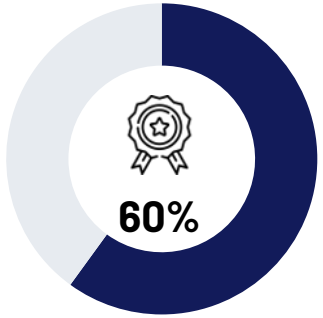
Change vs 2025

BRAND SELECTION CRITERIA



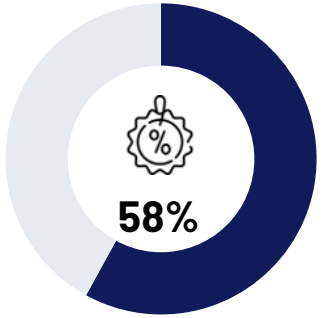
Brand selection criteria

Top 10 criteria

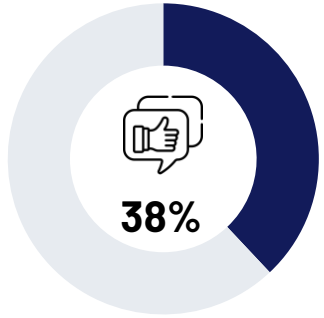


A brand's quality

▲ +7 pts

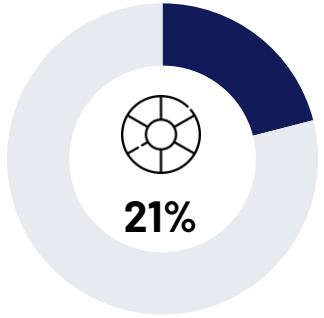


Prices and promotions

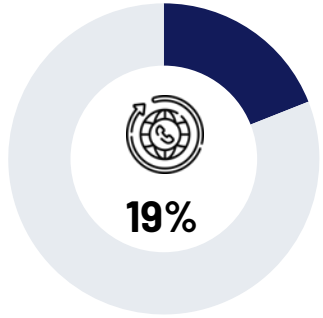


Referrals and reputation

▲ +9 pts

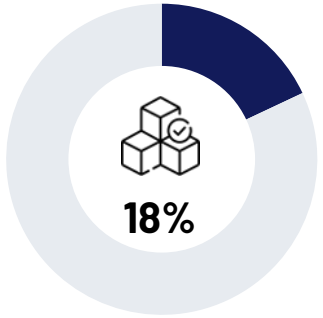


Variety of offerings



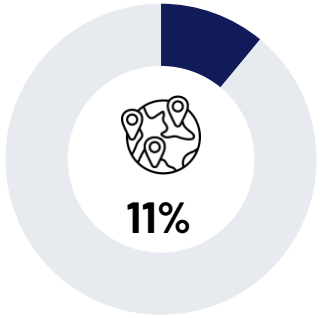
Customer service

▲ +6 pts

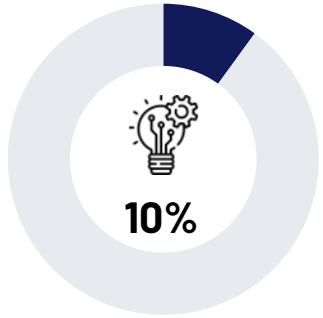


A brand's availability

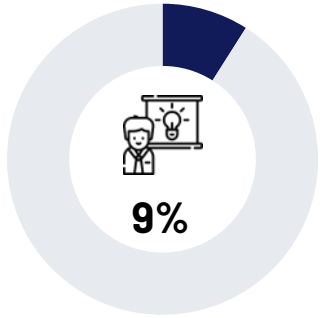
▼ -8 pts



A brand's country of origin

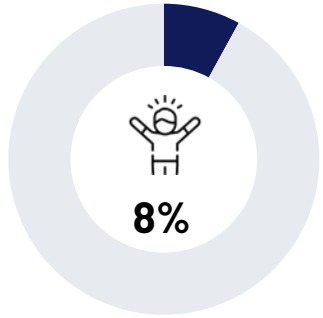


A brand's innovation



If a brand understands me

▼ -5 pts



If a brand makes me feel confident

▲▼ Change vs 2025

Brand selection criteria

Top 10 criteria - by demographics

	A brand's quality	Prices and promotions	Referrals and reputation	Variety of offerings	Customer service	A brand's availability	A brand's country of origin	A brand's innovation	If a brand understands me	If a brand makes me feel confident
Total	**60%**	**58%**	**38%**	**21%**	**19%**	**18%**	**11%**	**10%**	**9%**	**8%**
Male	51%	51%	33%	25%	20%	24%	10%	12%	8%	5%
Female	68%	65%	42%	17%	18%	13%	12%	7%	10%	11%
18-24	66%	54%	49%	20%	19%	19%	6%	3%	7%	12%
25-34	63%	66%	35%	20%	18%	13%	5%	13%	9%	7%
35-44	60%	64%	44%	22%	24%	13%	20%	9%	13%	6%
45+	53%	50%	29%	20%	17%	26%	14%	12%	8%	8%
Upper income	64%	47%	34%	24%	15%	18%	6%	11%	9%	9%
Middle income	59%	59%	39%	19%	20%	19%	13%	10%	9%	8%
Lower income	61%	77%	35%	22%	16%	14%	9%	4%	9%	6%

WHERE DO PEOPLE OBTAIN INFORMATION ABOUT BRANDS?



Sources used to obtain information about brands



77%

Use offline sources to obtain information about brands

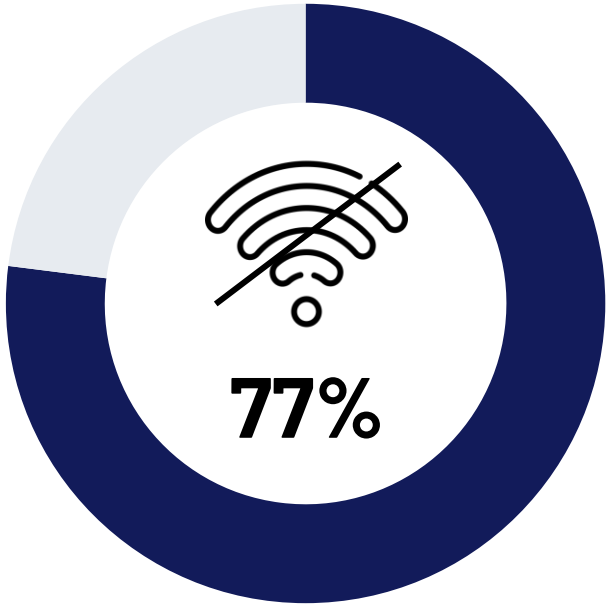


76%

Use online sources to obtain information about brands

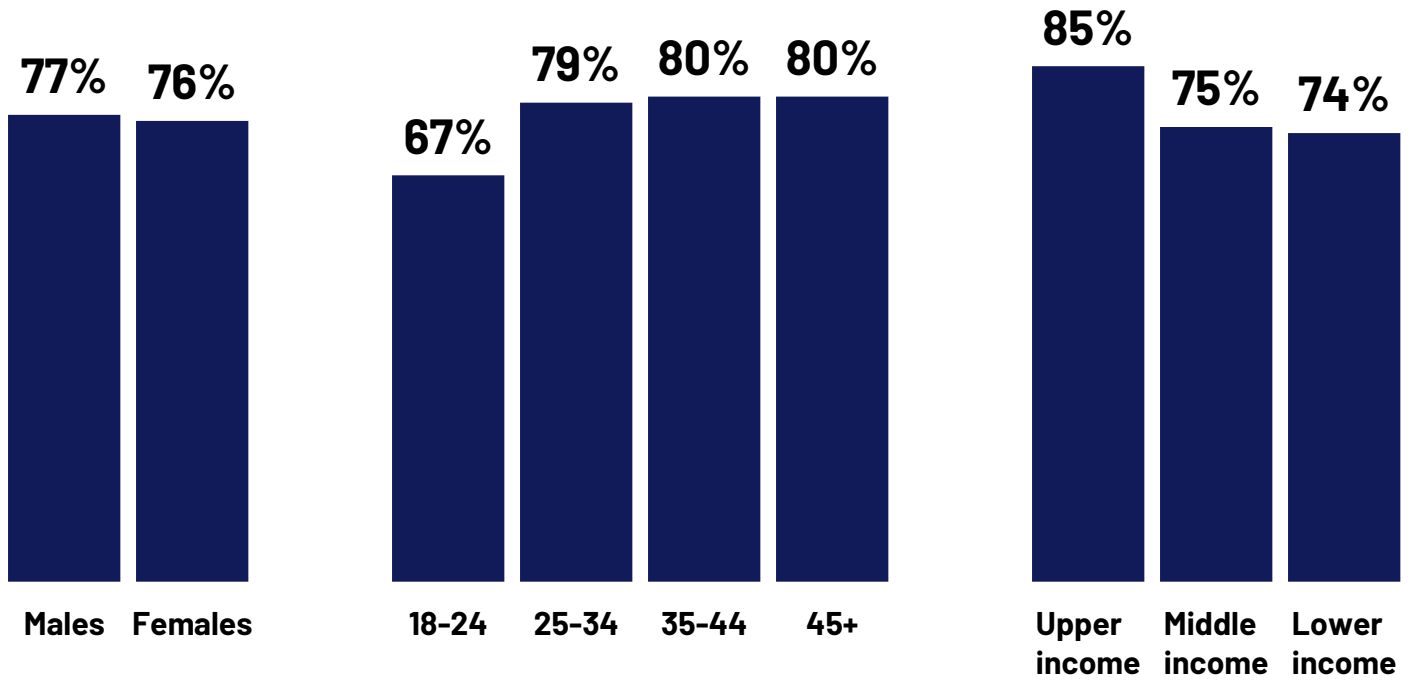
Using offline sources to obtain information about brands

% – by demographics



Use offline sources to obtain information about brands

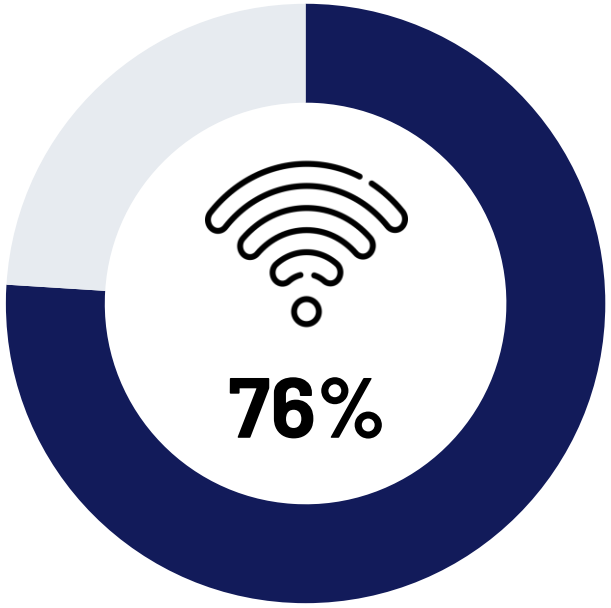
▼ -14 pts



▼ Change vs 2025

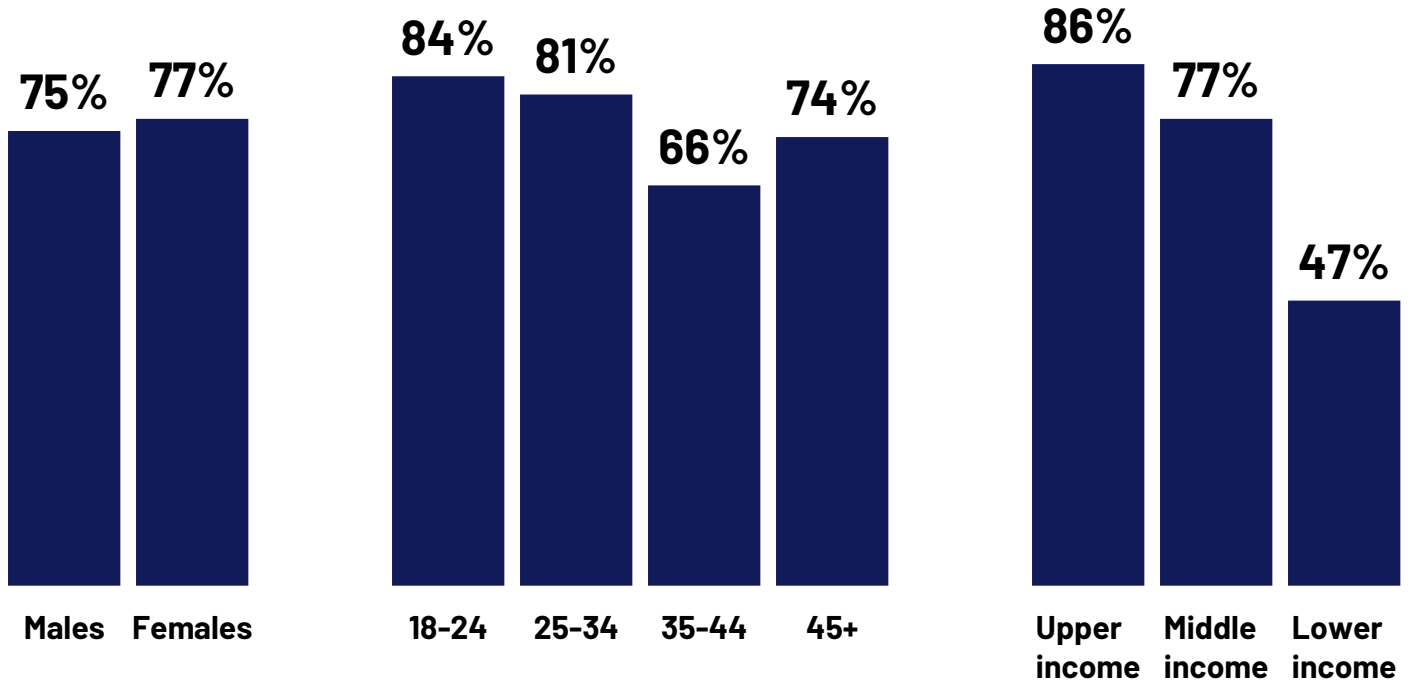
Using online sources to obtain information about brands

% – by demographics



Use online sources to obtain information about brands

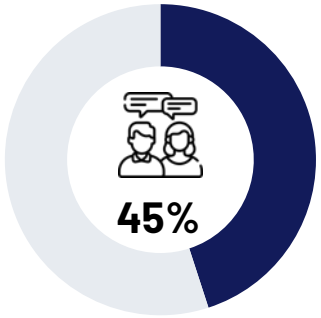
▲ +25 pts



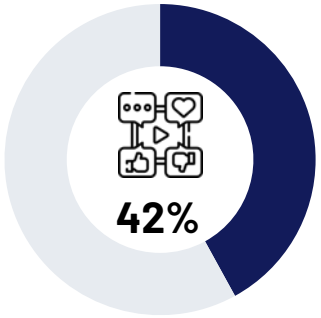
▲▼ Change vs 2025

Sources used to obtain information about brands

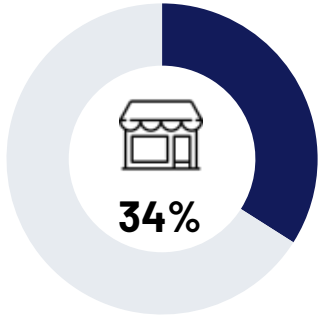
– Detailed



Word of mouth

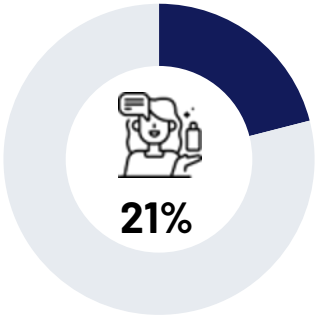


Social media platforms

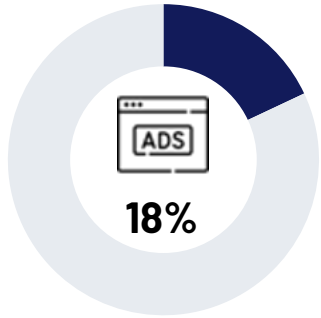


Directly at the physical store/ outlet

▼ -18 pts

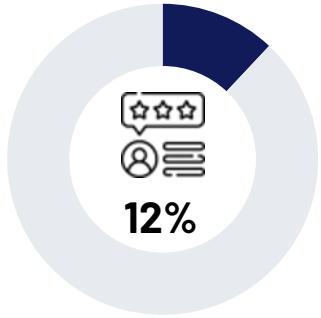


Influencers

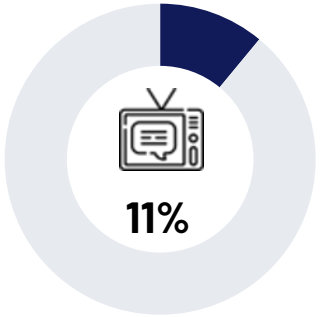


Online advertisements

▲ +5 pts

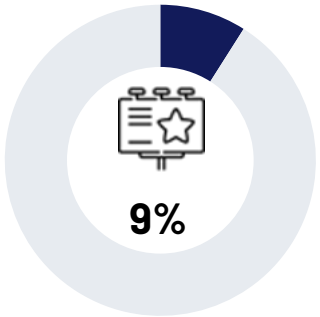


Online reviews and ratings

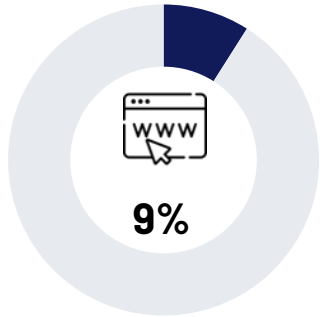


Traditional media

▼ -9 pts



Billboards and outdoor advertisements



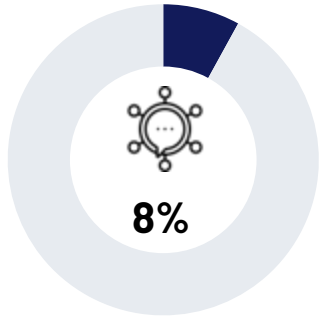
Company/ brand websites

▲ +7 pts

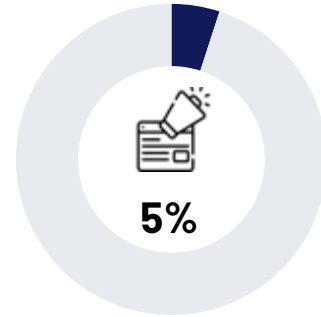


E-commerce platforms

▲ +5 pts



Blogs/forums/ online communities



Email newsletter subscriptions

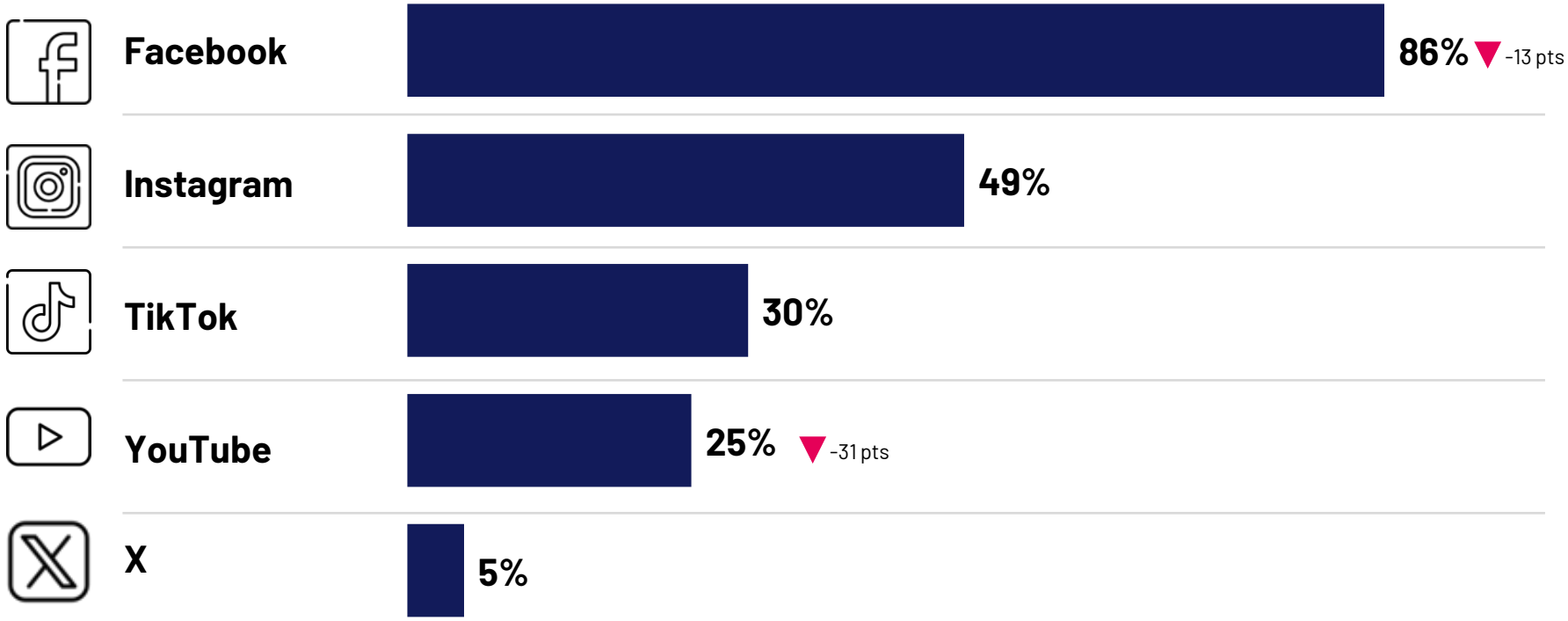
▲▼ Change vs 2025

Sources used to obtain information about brands

Detailed - by demographics

	Word of mouth	Social media platforms	Directly at the physical store	Influencers	Online ads	Online reviews and ratings	Traditional media	Outdoor ads	Brand websites	E-commerce platforms	Online communities	Email newsletter
Total	**45%**	**42%**	**34%**	**21%**	**18%**	**12%**	**11%**	**9%**	**9%**	**8%**	**8%**	**5%**
Male	38%	31%	45%	34%	18%	13%	11%	11%	10%	10%	11%	7%
Female	51%	53%	24%	10%	18%	11%	12%	7%	8%	7%	5%	3%
18-24	36%	54%	26%	23%	21%	13%	8%	15%	8%	6%	2%	5%
25-34	53%	46%	31%	20%	19%	10%	10%	3%	9%	9%	4%	2%
35-44	57%	43%	33%	10%	11%	19%	8%	8%	15%	8%	8%	3%
45+	36%	30%	43%	28%	20%	10%	17%	12%	6%	9%	15%	8%
Upper income	51%	64%	28%	24%	19%	9%	24%	15%	6%	7%	12%	5%
Middle income	43%	38%	37%	22%	18%	14%	8%	8%	10%	9%	7%	5%
Lower income	46%	29%	27%	7%	12%	5%	8%	3%	3%	3%	3%	1%

Social media platforms used to obtain information about brands



Change vs 2025

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	Instagram	TikTok	YouTube	X
Total	**86%**	**49%**	**30%**	**25%**	**5%**
Male	94%	46%	37%	20%	14%
Female	82%	51%	26%	28%	1%
18-24	84%	58%	33%	23%	-
25-34	85%	51%	27%	13%	7%
35-44	77%	38%	26%	34%	10%
45+	97%	44%	33%	37%	7%
Upper income	89%	38%	59%	37%	5%
Middle income	85%	55%	15%	20%	6%
Lower income	80%	45%	27%	16%	1%

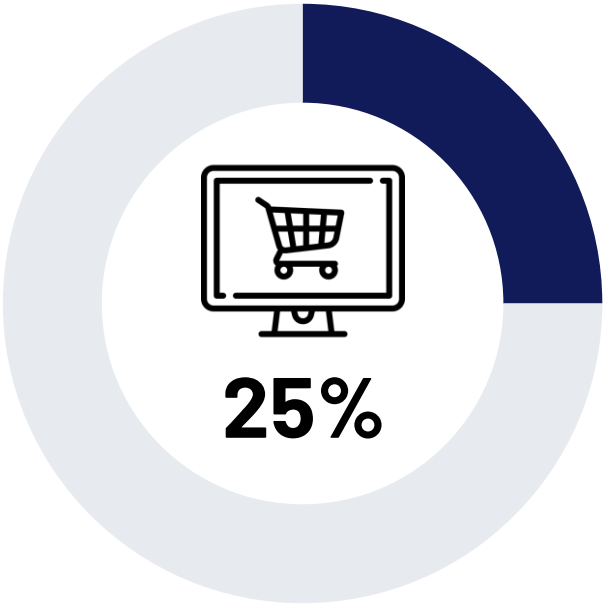
Base: % out those who use social media platforms to obtain information about brands

ONLINE SHOPPING



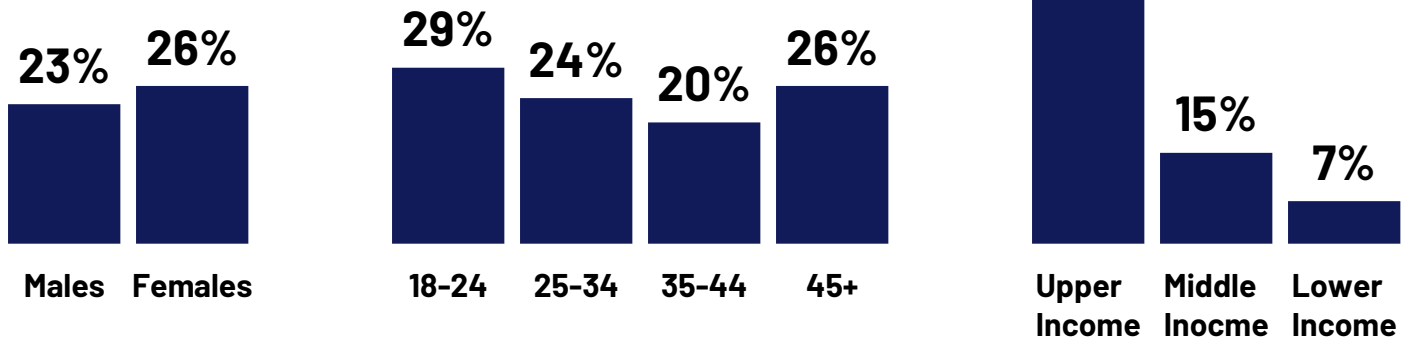
Online shopping prevalence

% – by demographics



Have shopped online in the past 6 months

▲ +13 pts



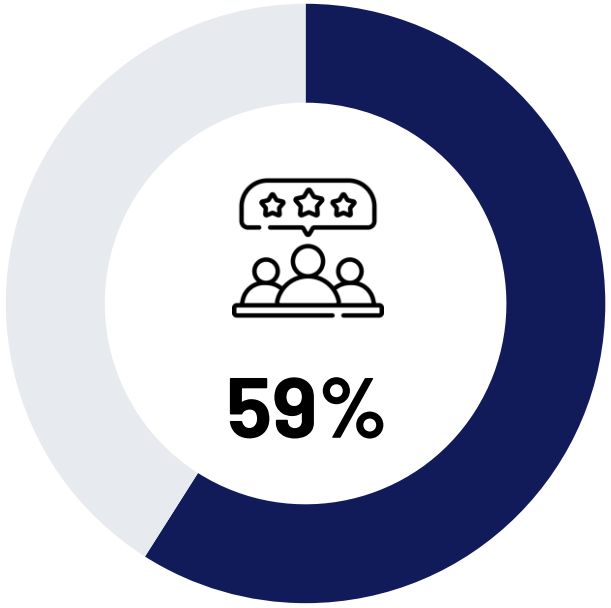
▲▼ Change vs 2025

INFLUENCERS ON PURCHASE DECISIONS

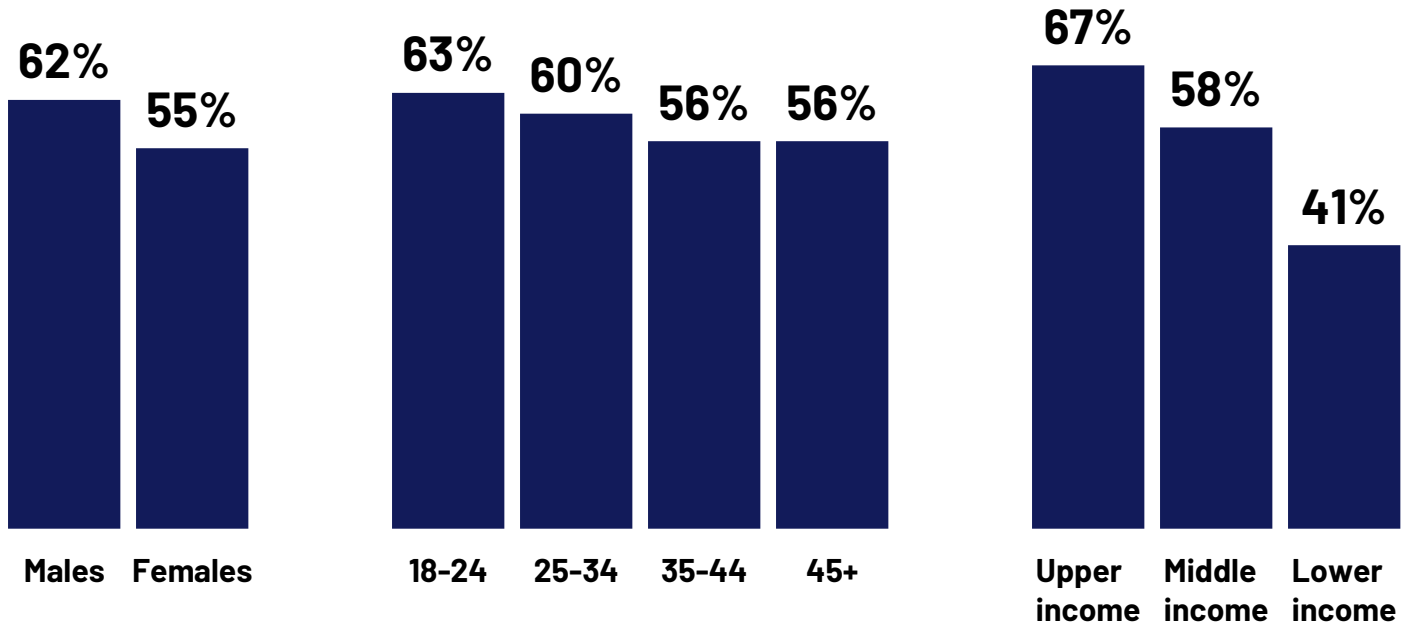


Checking reviews before making purchases

%Agree – by demographics



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



Most trusted sources impacting purchase decisions

43%

Recommendations/ word of mouth from people



26%

Online reviews from others



17%

Recommendations from experts or industry professionals



14%

Influencers/ celebrities



Most trusted sources impacting purchase decisions

% - by demographics

	Recommendations/ word of mouth from people	Online reviews from others	Recommendations from experts or industry professionals	Influencers/ celebrities
Total	**43%**	**26%**	**17%**	**14%**
Male	41%	23%	17%	19%
Female	44%	29%	17%	10%
18-24	19%	40%	21%	20%
25-34	49%	21%	15%	16%
35-44	40%	26%	23%	11%
45+	55%	21%	12%	12%
Upper income	41%	27%	15%	17%
Middle income	42%	26%	18%	14%
Lower income	53%	25%	11%	11%

Way forward

Actionable recommendations for brands in the Egyptian market

Compete on quality

Anchor positioning on quality and value for money rather than brand image. Quality and price are the two decisive factors in brand choice by a wide margin, while emotional and image-led appeals barely move the decision.

Let advocacy lead

Build customer experience and advocacy programs instead of leaning on paid endorsement. Personal recommendation is the most trusted influence on purchase; most shoppers check other customers' reviews before buying.

Accelerate digital presence

Strengthen social, e-commerce and digital touchpoints while keeping the physical channel funded. Shoppers draw on online and offline sources in almost equal measure, though online buying remains concentrated among higher-income shoppers.

Win at the point of purchase

Invest in visibility and in-store activation. Close to half of shoppers buy without planning, are open to trying new brands and will purchase regardless of promotions, leaving considerable room to shape the decision in the moment.

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

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