
Description:
Egypt, occupying the northeastern corner of the African continent have highly centralized planned economy with key focus on the import substitution in order to increase the domestic production. Since 2011, the country faces uncertain political conditions along with unfavorable security and environment polices which has led to slow economic growth, in the region. Weak growth and inadequate foreign earnings have made the public finances unsustainable, creating financial turmoil in the country.

The instability of the situations (Curfew and Riots) in the country have affected the market to a large extent. People focuses more on what they deem fit to be essential products, thus creating strong demand among the Egyptian population to trade up to the latest and most important electronics and gadgets that fit necessary thereby boosting the demand for mobile and tablet market in the country.

Mobile and Tablets is one of the fastest growing sector in Egypt, with a large number of unreached areas and untapped customers. And, as such this growth will in-turn boost the growth of Mobile and Tablet accessories market. The development of various value-added applications and social networks, have marked huge shift in consumer behaviors, inducing more digitalized culture, which has created robust demand for different types mobiles and tablets accessories in the region.

In the last five years, the mobile phones and the Tablet have emerged as essential devices that Egypt people rely on to communicate and navigate. Consumers have started using smartphones/tablets to assist them in managing and improving their daily assignments. They want their devices to be protected and fully active (Charged). Depending on the needs and preferences, consumer customize their devices with different accessories. They are using smart accessories to increase the basic features of their mobile and tablet devices and enhance their activities in gaming, music and photography.

In coming years, high profit margins will drive the mobile and tablet accessories market in Egypt. Demand is expected to grow at a CAGR of XX.XX% to reach US $XX.XX million by 2020. The mobile and tablet accessories market is expected to grow at least as fast as that of mobile phones for the period.

Egypt holds immense opportunities for accessories due to a large potential and existing consumer base and growth in their adoption of smartphones and tablets. Increasing USAge of smartphones and tablets in the region has enabled consumer to use them as a controller for other peripherals devices such as health monitors, toys, printers, home automation systems and others. Declining device prices, growing online retail market and the millennial populations are contributing to the growth to a large extent. Detachable screens, keyboard on covers and others such flexible and innovative options will also act as a catalyst for growth in demand for tablet accessories.

Increasing disposable incomes, technological innovations, rapid adoption of smartphones and tablets, changing consumer behavior, rising demand for different mobile Apps and the desire of consumers to be tech savvy, to stay connected with near and dear, are all factors pushing the demand for mobile and tablets. As these mobile purchases are still once in a while buys in Egypt, people in order to protect their mobiles and tablet splurge on accessories. Particularly, it is the status conscious customers and those who use mobiles as a fashion accessory that driving the accessories market.

Egypt Mobile and Tablet Accessories Market has been segmented into Safety Cases, Scratch Guard, Bluetooth, Desk stands, Wired and Wireless Chargers, Wired and Wireless Keyboards, Power Bank and others. Rapid innovations in wireless chargers with dust-proof, scratch-resistant and water-resistant screen guards will further drive the growth of the market.

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