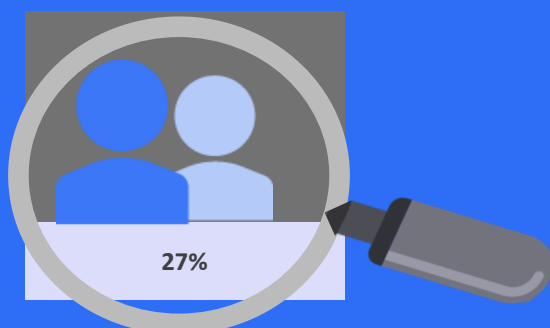




Reboot for the Mood

Your guide to the Egyptian consumer

The consumer's mindset is constantly changing in response to the volatility of the prevailing market conditions, triggering concern about their financial situation. NIQ's **Reboot for the Mood** report is your guide to better understand the Egyptian consumer.



Expect good or excellent financial situation in Q2'23



85% will only buy essentials in response to the economic changes



Address your Business need

With Reboot for the Mood, you can gain insights into the financial wellbeing of households, saving & spending patterns, lifestyle and media habits of consumers in Egypt.



Sample Design

1000 F2F interviews, population representative in terms of SEC (ABCDE) & region (Cairo, Alex, Delta, UE)

Categories included



Fresh fruit & vegetables

Salty snacks

Staples

Frozen packed products

Meat/poultry/seafood

Chocolate & biscuits

Bakeries

Fast Food

CSDs & Mineral water

Coffee / Tea

Dairy products

Fruit juices

Infant nutrition

Cereals

Toothpaste

Deodorant

Hair oils/oil replacements

Soap

Shampoo

Sanitary pads

Shower gel

Conditioners

Shavers

Skin care

Hair gel/hair cream

Diapers

Cleaners

Laundry powder low suds

Bleach

Dishwashing liquids

Laundry powder high suds

Aircare / freshner

Toilet cleaners

Laundry Gel

Insect control

Antiseptic liquids

Laundry softeners/stain removers



Contact your local NIQ representative to purchase the latest **Reboot for the Mood Report**

Table of Contents



Household Wellbeing

- Expectations of personal financial status
- Level of welfare from the HH point of view
- Changes in income
- Expectations of workplace development
- Employment status
- Number of jobs taken up



Budgeting & Saving

- Different sources of income
- Saving habits and methods
- Moderation plan in the light of the economic situation
- Changes in the purchase decision



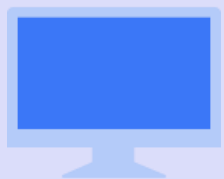
Share of Wallet

- Overall average spending of HH per month
- The Top consumed categories for households
- The contribution of different categories in the overall wallet of household
- Luxurious vs. essential items



Lifestyle & Priorities

- Attitudes towards family and friends
- Life priorities & aspirations
- Entertainment destinations & frequency of travel
- Nutrition habits and eating patterns
- Online shopping behavior



Media Habits

- Media channels used
- Frequency of using TV and internet
- Top Social media platforms used



Investment

85,000 EGP