

# PREDICTIONS 2025

Egypt Edition

December 2024

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# 2024 IN RETROSPECT

# 01

# Looking back, the majority of Egyptians viewed 2024 as a challenging year, for them, their families and for the country as a whole

**87%**

2024 was a challenging year for Egypt

% Agree



## By Gender

Male	89%
Female	86%

## By Age

18-24	88%
25-34	91%
35-44	88%
45+	84%

## By Income Level

Upper Income	79%
Middle Income	89%
Lower Income	91%

**85%**

2024 was a challenging year for me and my family

% Agree



## By Gender

Male	88%
Female	81%

## By Age

18-24	85%
25-34	87%
35-44	84%
45+	83%

## By Income Level

Upper Income	74%
Middle Income	88%
Lower Income	87%

# OVERALL EXPECTATIONS FOR 2025

# 02

# Despite these hardships, optimism prevails, with the majority expressing hope for a better personal year and a brighter outlook among the population as the new year unfolds

## 88%

I am optimistic that 2025 will be a better year for me than it was in 2024

% Agree



### By Gender

Male	87%
Female	89%

### By Age

18-24	91%
25-34	88%
35-44	84%
45+	88%

### By Income Level

Upper Income	90%
Middle Income	89%
Lower Income	85%

## 82%

In 2025 people in Egypt will start to feel more optimistic about the long-term future

% Agree



### By Gender

Male	82%
Female	82%

### By Age

18-24	84%
25-34	84%
35-44	79%
45+	80%

### By Income Level

Upper Income	85%
Middle Income	82%
Lower Income	78%

# EXPECTATIONS FOR WORLD AFFAIRS IN 2025

# 03

# Regarding global matters, there's optimism with many expecting the ongoing wars to end in 2025



% Likely

# 65%

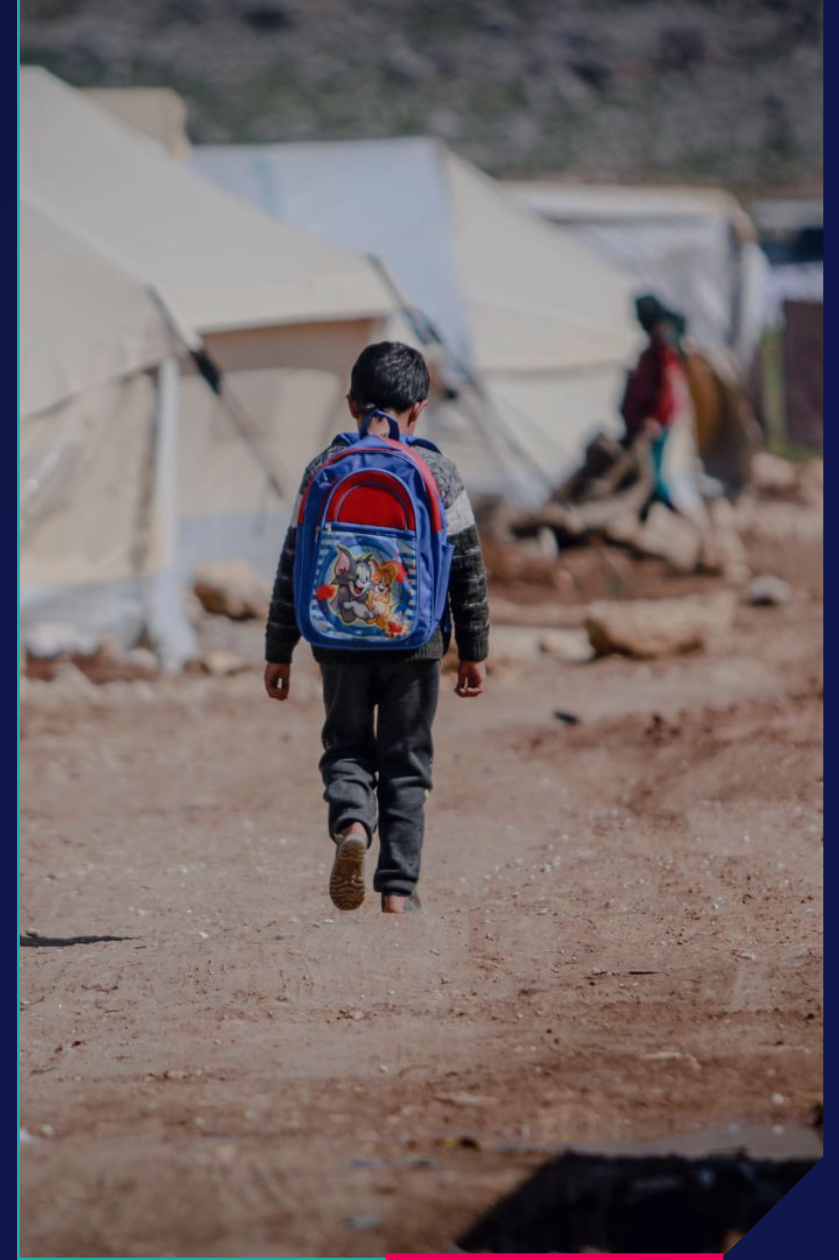
The war in Ukraine will end in 2025



% Likely

# 61%

The current wars in the Middle East will end in 2025





# Although there's optimism, concerns are evident as many predict possible regional and global escalations



% Likely

**70%**

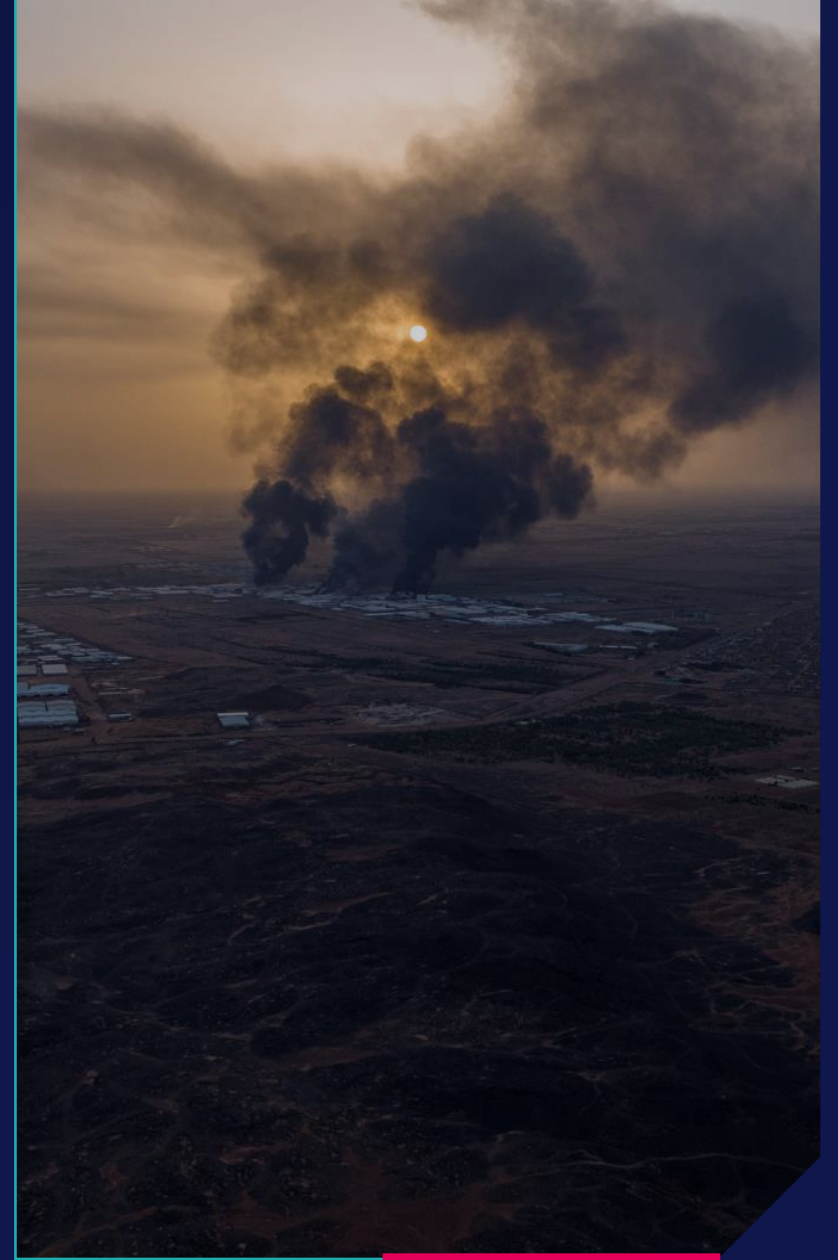
Nuclear weapons will be used in a conflict somewhere in the world



% Likely

**68%**

A large-scale armed conflict will erupt between Iran and Israel in 2025



# In light of earlier worries, people foresee potential disruptions to food supplies due to regional conflicts

% Likely

# 68%

Regional conflicts will disrupt food supplies to Egypt

## By Gender



## By Age



## By Income Level



# EXPECTATIONS FOR SOCIETY IN 2025

# 04

# In societal outlooks, the majority expect many Egyptians to emigrate in search of opportunities abroad, while some anticipate a decrease in population size



% Likely

# 86%

Many Egyptians will leave Egypt to seek opportunities abroad in 2025



% Likely

# 38%

The total population size of Egypt will fall



# Regarding family dynamics, there's a widespread expectation of rising divorce rates in the coming year

% Likely

# 80%

Divorce rates will increase in Egypt

## By Gender



## By Age



## By Income Level



As for societal progress, the majority have hopes for advances in gender equality through greater female leadership and equal pay



% Likely

84%

Egypt will see an increase in the participation of women in politics and leadership roles



% Likely

80%

Women will be paid the same as men for the same work



# Expectations for gender equality and leadership

% Likely - by demographics



Egypt will see an increase in the participation of women in politics and leadership roles



Women will be paid the same as men for the same work

Male	83%	80%
Female	86%	79%
18 - 24	85%	75%
25 - 34	85%	84%
35 - 44	85%	79%
45+	83%	79%
Upper Income	92%	78%
Middle Income	82%	80%
Lower Income	84%	80%

# As societal progress is predicted to gain momentum, consumer activism is also expected to rise, with increased support for local brands



% Likely

# 82%

Egyptians will increasingly rely on local brands through their purchasing choices in 2025



% Likely

# 72%

Egyptians will continue the boycotts in 2025





# EXPECTATIONS FOR HEALTH IN 2025

# 05

# A hopeful perspective emerges, with the majority expecting improvements in both mental well-being and physical health compared to 2024



% Agree

**90%**

My mental health will be better in 2025 than it was in 2024



% Agree

**88%**

My physical health will be better in 2025 than it was in 2024



**On broader health challenges, hope and caution coexist.  
The majority foresee a potential cancer cure, yet they are  
concerned about a new global pandemic**



% Likely

**87%**

We will find a cure for cancer



% Likely

**71%**

There will be a new global  
pandemic caused by a new virus



# Despite these uncertainties, the majority are optimistic about better healthcare quality in 2025

% Likely

# 82%

The quality of healthcare in Egypt will be better in 2025 than in 2024

## By Gender

Male	82%
Female	81%

## By Age

18-24	84%
25-34	83%
35-44	81%
45+	79%

## By Income Level

Upper Income	80%
Middle Income	82%
Lower Income	81%



# EXPECTATIONS FOR THE ECONOMY IN 2025

# 06

# In Egypt, there is optimism about local economic growth by 2025, with an even greater number of people believing in a brighter global economic future

**87%**

The global economy will be stronger in 2025 than it was in 2024

% Agree



## By Gender

Male	86%
Female	87%

## By Age

18-24	89%
25-34	88%
35-44	80%
45+	88%

## By Income Level

Upper Income	92%
Middle Income	82%
Lower Income	93%

**82%**

The economy in Egypt will be stronger in 2025 than it was in 2024

% Agree



## By Gender

Male	79%
Female	86%

## By Age

18-24	85%
25-34	83%
35-44	82%
45+	80%

## By Income Level

Upper Income	89%
Middle Income	80%
Lower Income	83%

# However, the vast majority expect the Egyptian pound to be further devalued

% Likely

# 83%

The Egyptian pound will be devalued further in 2025

## By Gender



## By Age



## By Income Level



# As a result, the public foresees financial challenges, with expectations of prices rising faster than incomes, higher inflation, and increases in interest rates and taxes

% Likely

87%

Inflation in Egypt will be higher in 2025 than in 2024



85%

Prices in Egypt will increase faster than people's incomes



85%

Interest rates in Egypt will be higher in 2025 than in 2024



82%

Taxes in Egypt will be higher in 2025 than in 2024





# Economic expectations

% Likely - by demographics



**Inflation in Egypt will be higher in 2025 than in 2024**

**Prices in Egypt will increase faster than people's incomes**

**Interest rates in Egypt will be higher in 2025 than in 2024**

**Taxes in Egypt will be higher in 2025 than in 2024**

	<b>87%</b>	<b>85%</b>	<b>85%</b>	<b>82%</b>
<b>Male</b>	<b>87%</b>	<b>83%</b>	<b>85%</b>	<b>81%</b>
<b>Female</b>	<b>87%</b>	<b>87%</b>	<b>85%</b>	<b>84%</b>
<b>18 - 24</b>	<b>88%</b>	<b>82%</b>	<b>85%</b>	<b>79%</b>
<b>25 - 34</b>	<b>89%</b>	<b>86%</b>	<b>90%</b>	<b>90%</b>
<b>35 - 44</b>	<b>85%</b>	<b>84%</b>	<b>81%</b>	<b>81%</b>
<b>45+</b>	<b>85%</b>	<b>87%</b>	<b>84%</b>	<b>80%</b>
<b>Upper Income</b>	<b>88%</b>	<b>81%</b>	<b>80%</b>	<b>76%</b>
<b>Middle Income</b>	<b>88%</b>	<b>86%</b>	<b>86%</b>	<b>85%</b>
<b>Lower Income</b>	<b>85%</b>	<b>86%</b>	<b>87%</b>	<b>81%</b>

# Adding to these challenges, the public expects gasoline prices to continue rising as well

% Likely

# 89%

The price of gasoline will continue to increase in Egypt in 2025

## By Gender



## By Age



## By Income Level



# Predictions indicate growing worries about employment, as people expect it to be tougher to secure jobs and anticipate higher unemployment rates

**78%**

It will be more difficult to find a job in Egypt in 2025 than it was in 2024

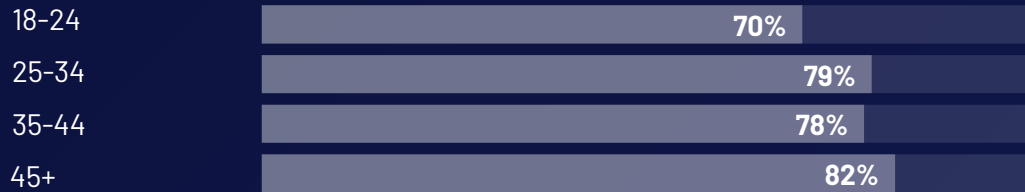
% Likely



## By Gender



## By Age



## By Income Level



**78%**

Unemployment in Egypt will be higher in 2025 than in 2024

% Likely



## By Gender



## By Age



## By Income Level



# Despite these challenges, expectations indicate an optimistic view of personal financial health

% Likely

# 75%

My personal financial situation will improve in 2025

## By Gender



## By Age



## By Income Level



Moreover, there's optimism about a better investment environment, with half intending to make big purchases



% Likely

74%

The economic environment in Egypt will be better for investment in 2025 than it was in 2024



% Likely

52%

I will make a major purchase (e.g. house, car) in 2025



# Outlook on investment and major purchases

% Likely - by demographics



The economic environment in Egypt will be better for investment in 2025 than it was in 2024

I will make a major purchase (e.g. house, car) in 2025

Male	75%	57%
Female	74%	46%
18 - 24	81%	51%
25 - 34	74%	53%
35 - 44	68%	52%
45+	75%	51%
Upper Income	78%	64%
Middle Income	74%	52%
Lower Income	72%	43%

# In line with investment expectations, people believe gold prices are likely to rise in 2025, reflecting its continued appeal as a stable asset

% Likely

# 88%

Gold prices will increase in 2025

## By Gender



## By Age



## By Income Level



# When it comes to the housing market, individuals expect demand to rise alongside increasing costs

## 86%

The cost of renting/buying a home in Egypt will continue to increase in 2025

% Likely



### By Gender

Male	87%
Female	85%

### By Age

18-24	88%
25-34	92%
35-44	81%
45+	83%

### By Income Level

Upper Income	88%
Middle Income	87%
Lower Income	83%

## 84%

The demand for housing in Egypt will be higher in 2025 compared to 2024

% Likely



### By Gender

Male	85%
Female	83%

### By Age

18-24	91%
25-34	86%
35-44	81%
45+	79%

### By Income Level

Upper Income	79%
Middle Income	86%
Lower Income	83%



**07**

**EXPECTATIONS  
FOR THE  
WORKPLACE  
IN 2025**

# Workplace culture is anticipated to transform, with many expecting greater flexibility and the normalization of a four-day work week



% Likely

76%

Businesses in Egypt will offer employees more flexibility in work arrangements compared to 2024



% Likely

68%

It will become normal for businesses in my country to implement a four-day working week



# Predictions for the workplace

% Likely - by demographics



**76%**

**Businesses in Egypt will offer employees more flexibility in work arrangements compared to 2024**



**68%**

**It will become normal for businesses in my country to implement a four-day working week**

Male	74%	68%
Female	79%	67%
18 - 24	81%	64%
25 - 34	74%	68%
35 - 44	79%	66%
45+	73%	72%
Upper Income	80%	66%
Middle Income	76%	69%
Lower Income	74%	66%

# EXPECTATIONS FOR TRAVEL IN 2025

# 08

# The public anticipates growth in tourism, with expectations of a rise in tourist numbers

% Likely

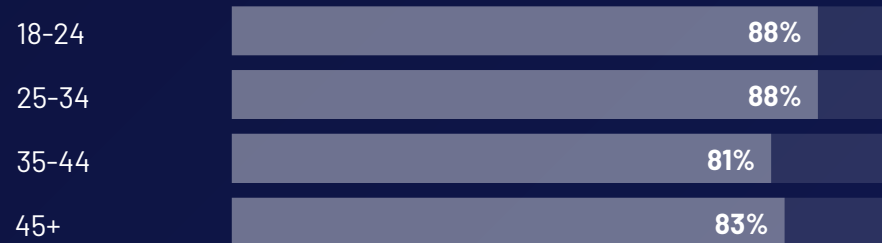
# 85%

More tourists will enter Egypt in 2025 compared to 2024

## By Gender



## By Age



## By Income Level



# The majority also believe that the opening of the Grand Egyptian Museum will further boost tourism

% Likely

# 80%

The Grand Egyptian Museum's opening will boost tourism in Egypt in 2025

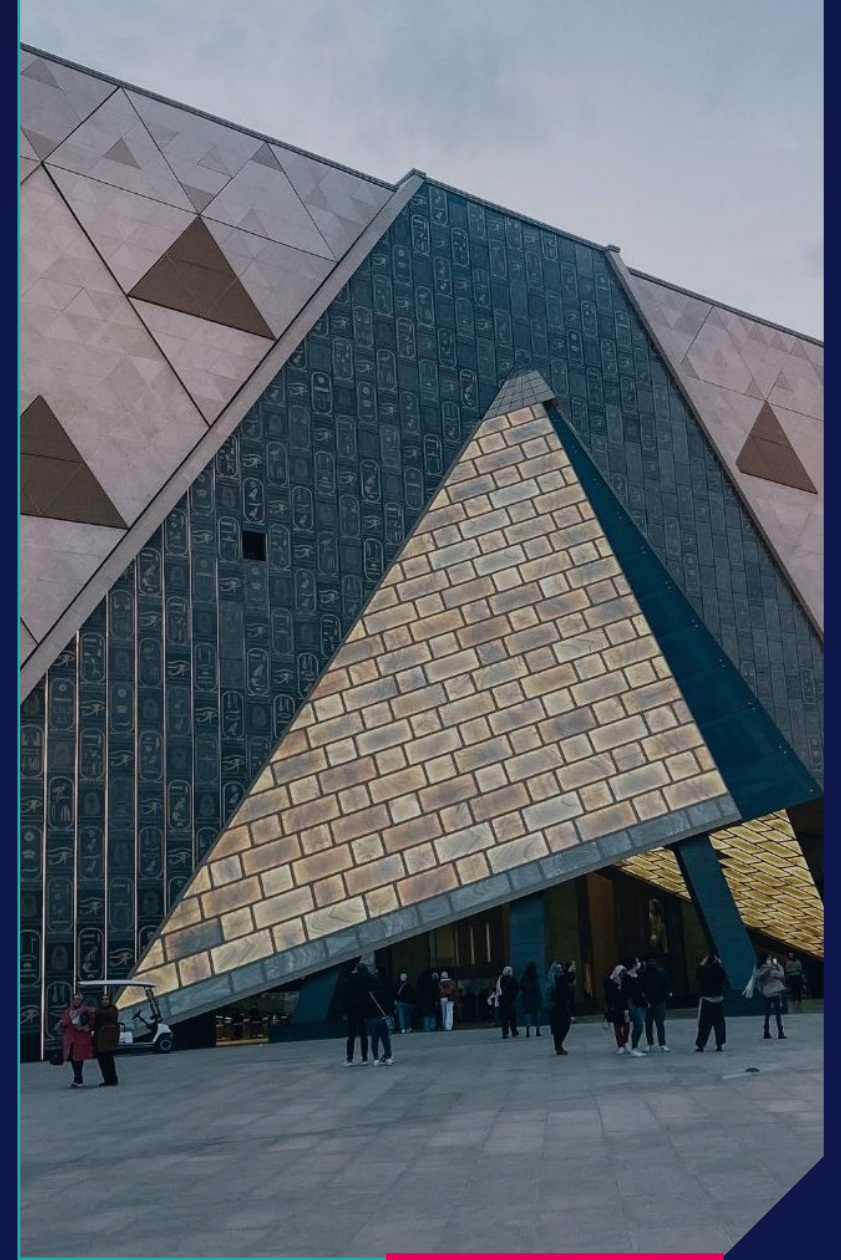
## By Gender



## By Age



## By Income Level



09

# EXPECTATIONS FOR THE ENVIRONMENT IN 2025

# Regarding the environment, the majority foresee rising global temperatures, more extreme weather and parts of the county becoming uninhabitable due to severe conditions

% Likely

84%

Average global temperatures will increase



81%

There will be more extreme weather events in Egypt in 2025 than there were in 2024



72%

Severe turbulence during flights will become more frequent and intense due to climate change



70%

Parts of my country will become unlivable because of an extreme weather event





# Nonetheless, people predict that the government will take action, setting more aggressive carbon reduction targets and imposing driving restrictions



% Likely

# 78%

The Government in Egypt will introduce more demanding targets to reduce carbon emissions more quickly



% Likely

# 74%

There will be restrictions introduced to reduce the amount people drive in their cars in Egypt



# Alongside these efforts, people expect a shift toward alternative energy sources and electric vehicles



% Likely

# 79%

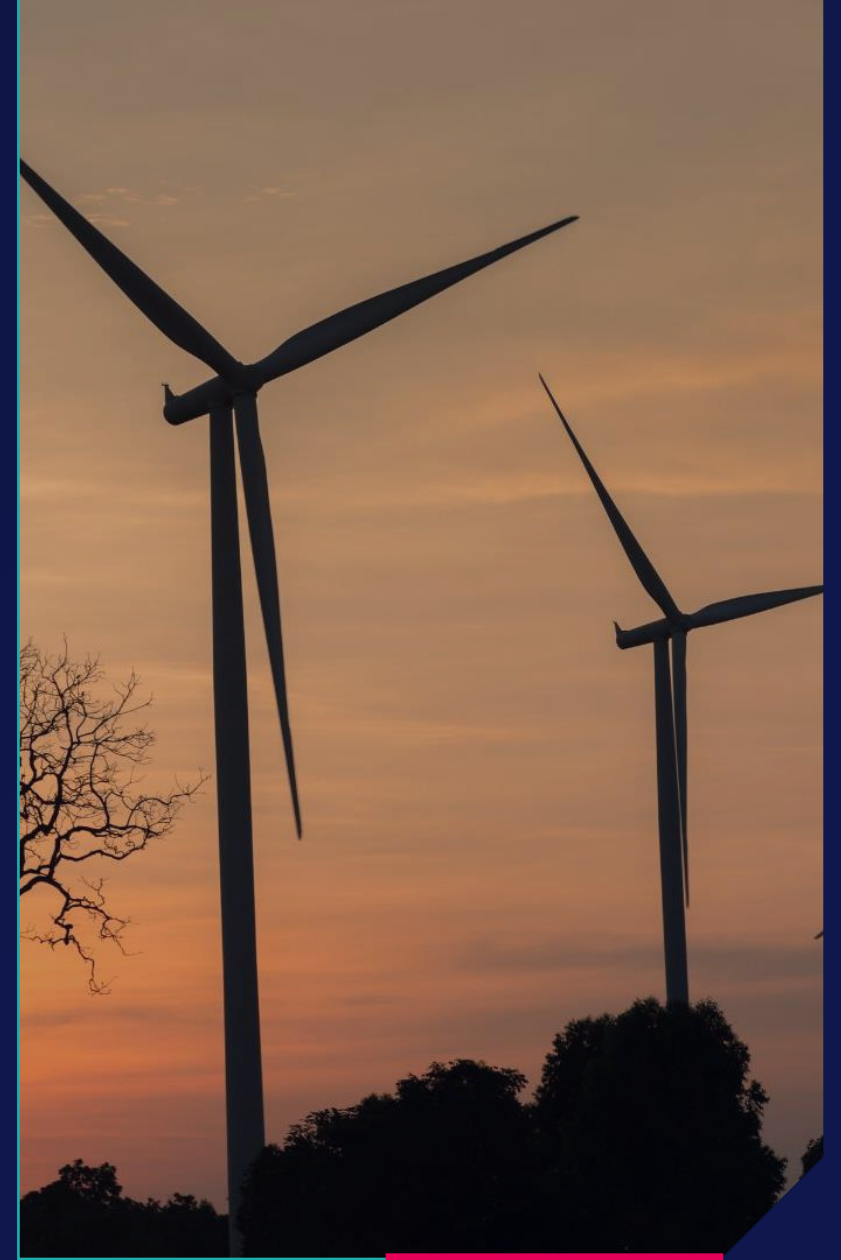
Egypt will primarily rely on alternative energy sources for its energy needs



% Likely

# 77%

Electric vehicles will become the primary mode of transportation for most people in Egypt



# There is also strong anticipation for innovation, where people expect a technological breakthrough to address climate change

% Likely

# 71%

There will be a breakthrough technology developed which will halt climate change

## By Gender



## By Age




## By Income Level



# EXPECTATIONS FOR TECHNOLOGY IN 2025

# 10



**Technology is expected to reshape social lives, where people anticipate more online interactions and virtual living, though some plan to limit social media use**



% Likely

**85%**

People in Egypt will spend more time socializing online than face-to-face



% Likely

**73%**

Many more people will live their lives in virtual worlds



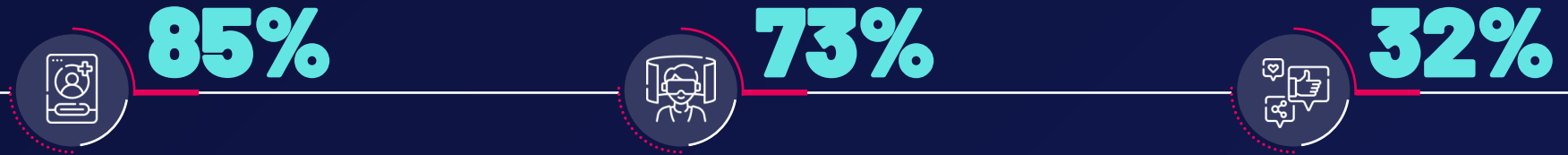
% Likely

**32%**

I will use social media less

# Predicted impact of technology on social interaction

% Likely - by demographics



People in Egypt will spend more time socializing online than face-to-face

Many more people will live their lives in virtual worlds

I will use social media less

Male	83%	72%	31%
Female	88%	75%	34%
18 - 24	88%	72%	39%
25 - 34	85%	75%	29%
35 - 44	84%	71%	35%
45+	84%	75%	29%
Upper Income	81%	72%	40%
Middle Income	86%	75%	31%
Lower Income	86%	72%	30%

# Focusing on the future of commerce and technology, the majority expect a digital transition, with online shopping and digital payments becoming widespread

## 85%

People in Egypt will spend more money online than in physical stores in 2025

% Likely



### By Gender



### By Age



### By Income Level



## 81%

Digital payment methods will almost entirely replace cash in Egypt

% Likely



### By Gender



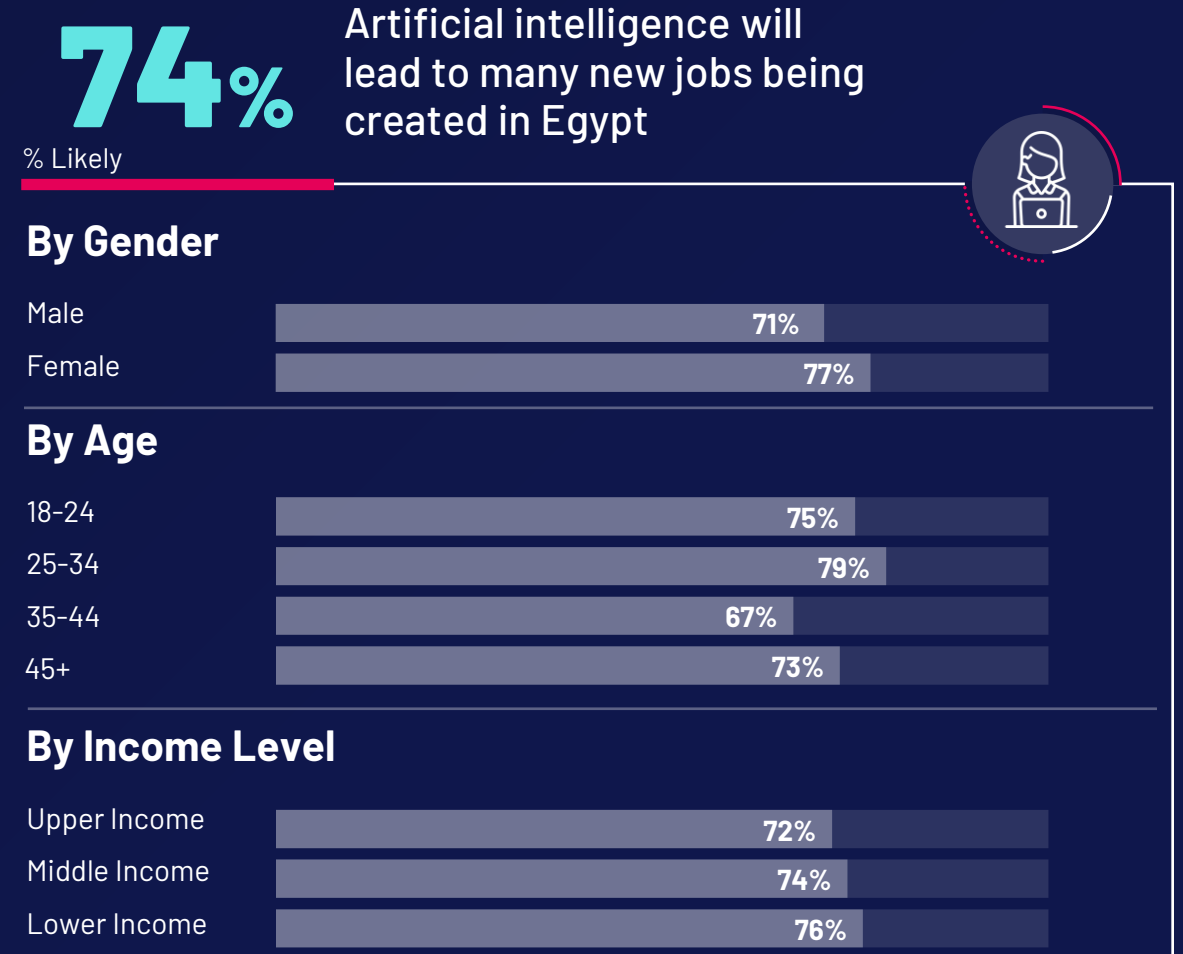
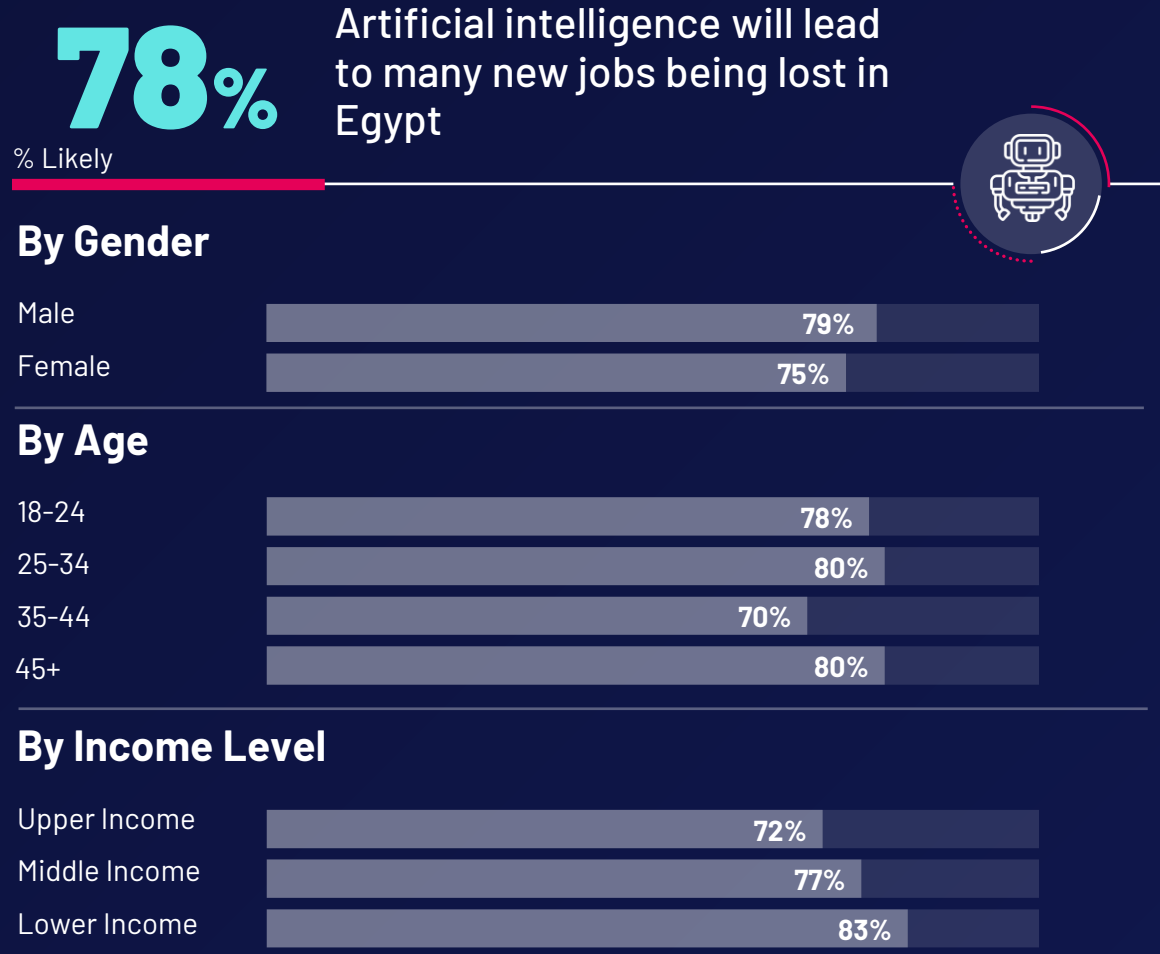
### By Age



### By Income Level



# In terms of AI and employment, people expect AI to both create employment opportunities and cause job losses





# As for tech giants, many anticipate stricter government regulations to address their growing power

% Likely

# 75%

Strict rules for large technology companies will be introduced by the Government in Egypt

## By Gender



## By Age



## By Income Level



# PAST & FUTURE RESOLUTIONS

# 11

# Reflecting on past resolutions, the majority began 2024 with specific goals

# 72%

Had set resolutions for things they wanted to accomplish in 2024

## By Gender



## By Age



## By Income Level



# Yet, the success rate in achieving resolutions was mixed, with only a small minority achieving full goals, more than half making some progress, and others experiencing minimal to no success

Success in achieving 2024 goals set

11%

Completely successful:  
full achievement of  
goals



53%

Somewhat successful:  
significant progress  
made, but goals weren't  
fully achieved



33%

Somewhat  
unsuccessful: minimal  
progress made



4%

Not at all successful:  
complete failure to  
achieve goals



# With the new year on the horizon, more individuals are planning to set resolutions, showing an increased interest in personal development

# 88%

Will set personal resolutions to accomplish specific goals in 2025

## By Gender



## By Age

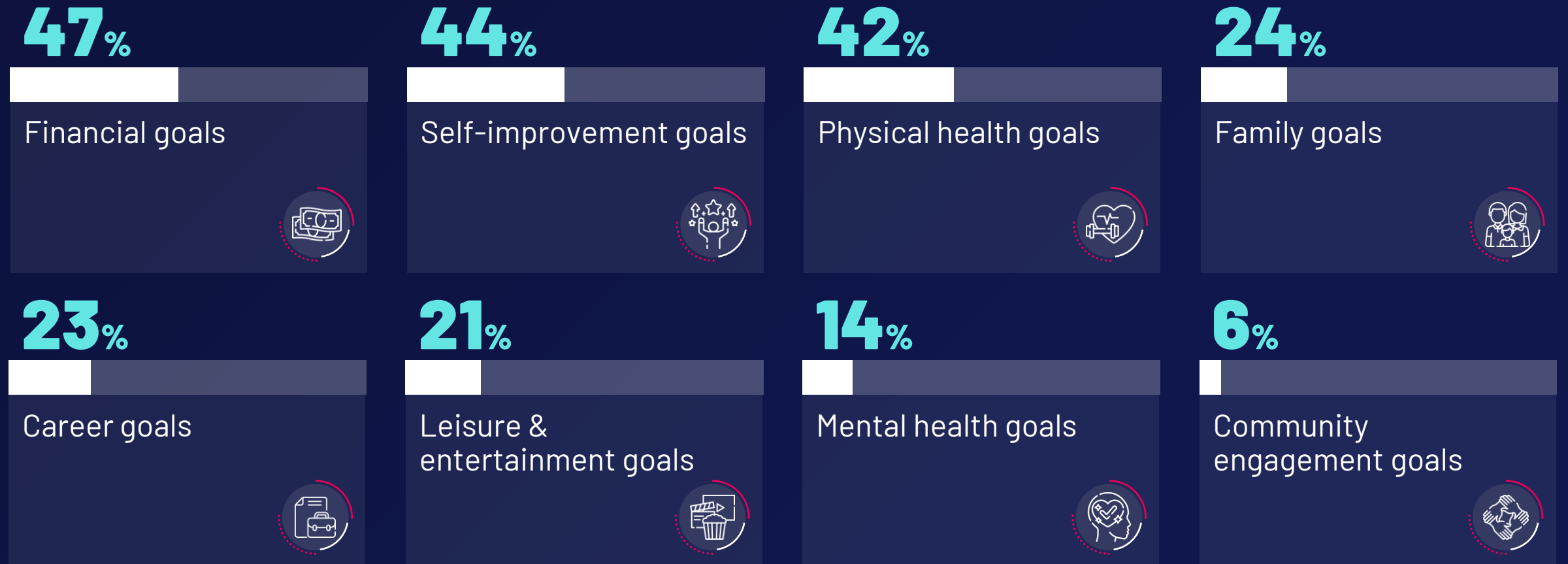


## By Income Level



# Diverse resolutions are set for the year ahead, led by financial, self-improvement and physical health goals

Types of personal goals for 2025



# Sample and methodology

## Sample size

500 respondents

## Sample criteria

General public: representative of the population across gender, age (18+), region and SECs

## Methodology

The survey was conducted through CAPI (Computer aided personal interviews)

## Geographical coverage

Conducted in Egypt with a nationwide coverage

# FOR MORE INFORMATION

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