

Baby Food in Egypt

September 2023

Table of Contents

Baby Food in Egypt - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation impacts baby food, while currency devaluation increases price points
Demand for standard and special baby formula remains due to a lack of alternatives
The government ensures the wide availability of baby food products on the landscape

PROSPECTS AND OPPORTUNITIES

Nestlé Egypt is set to focus on its range of prepared baby food
The use of subsidised baby formula will negatively impact private label
Baby food landscape to remain resilient, despite ongoing challenges

CATEGORY DATA

- Table 1 - Sales of Baby Food by Category: Volume 2018-2023
- Table 2 - Sales of Baby Food by Category: Value 2018-2023
- Table 3 - Sales of Baby Food by Category: % Volume Growth 2018-2023
- Table 4 - Sales of Baby Food by Category: % Value Growth 2018-2023
- Table 5 - Sales of Growing-Up Milk Formula by Age: % Value 2018-2023
- Table 6 - NBO Company Shares of Baby Food: % Value 2019-2023
- Table 7 - LBN Brand Shares of Baby Food: % Value 2020-2023
- Table 8 - Distribution of Baby Food by Format: % Value 2018-2023
- Table 9 - Forecast Sales of Baby Food by Category: Volume 2023-2028
- Table 10 - Forecast Sales of Baby Food by Category: Value 2023-2028
- Table 11 - Forecast Sales of Baby Food by Category: % Volume Growth 2023-2028
- Table 12 - Forecast Sales of Baby Food by Category: % Value Growth 2023-2028

Dairy Products and Alternatives in Egypt - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture
Key trends in 2023
Competitive Landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

- Table 13 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023
- Table 14 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023
- Table 15 - NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023
- Table 16 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023
- Table 17 - Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023
- Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028
- Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/baby-food-in-egypt/report.