

Sugar Confectionery in Egypt

June 2024

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Sugar Confectionery in Egypt - Category analysis

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2024 DEVELOPMENTS

Price hikes hamper demand for sugar confectionery, although seasonal gift-giving traditions continue to present consumption opportunities

Toffees, caramels, and nougat show greater resilience, due to presence of affordable, local brands

Consumers gravitate towards premium products, despite the high cost of living

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Egypt's growing young population provides fertile environment for growth

Marketing tactics will need to adapt to price-sensitive consumer base

El Rashidi El Mizan Confectionery will continue to lead the market

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