

# Butter and Spreads in Egypt

September 2023

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## Butter and Spreads in Egypt - Category analysis

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Devaluation of the currency negatively impacts the price of butter and spreads  
Consumers favour promotional deals, while sales in discounters rise  
Afia International Co retains its lead while players cut supplies to force price increases

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Butter and spreads have a positive future with help from the government  
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