

Sweet Spreads in Egypt

November 2023

Table of Contents

Sweet Spreads in Egypt - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cross-category impacts create challenges for sweet spreads
Price-sensitive consumers continue to seek the best deals and offers
Players seek to maximise their sales based on the most popular products

PROSPECTS AND OPPORTUNITIES

Hero Middle East & Africa maintains its lead with its Vitrac and Hero brands
The Egyptian government continues its measures to stabilise the economy
Stabilisation in sweet spreads expected in line with overall economic stabilisation

CATEGORY DATA

Table 1 - Sales of Sweet Spreads by Category: Volume 2018-2023
Table 2 - Sales of Sweet Spreads by Category: Value 2018-2023
Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2018-2023
Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Sweet Spreads: % Value 2019-2023
Table 6 - LBN Brand Shares of Sweet Spreads: % Value 2020-2023
Table 7 - Distribution of Sweet Spreads by Format: % Value 2018-2023
Table 8 - Forecast Sales of Sweet Spreads by Category: Volume 2023-2028
Table 9 - Forecast Sales of Sweet Spreads by Category: Value 2023-2028
Table 10 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2023-2028
Table 11 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2023-2028

Cooking Ingredients and Meals in Egypt - Industry Overview

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture
Key trends in 2023
Competitive landscape
Channel developments
What next for cooking ingredients and meals?

MARKET DATA

Table 12 - Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023
Table 13 - Sales of Cooking Ingredients and Meals by Category: Value 2018-2023
Table 14 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023
Table 15 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023
Table 16 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023
Table 17 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023
Table 18 - Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023
Table 19 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028
Table 20 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028
Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028
Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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