

## **Snacks in Egypt**

Market Direction | 2022-07-14 | 71 pages | Euromonitor

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### **Report description:**

Growth in retail volume sales of savoury snacks and sweet biscuits, snack bars and fruit snacks slowed during 2022, while retail volume sales of confectionery and particularly ice cream declined. However, retail constant value sales (2022 prices) of snacks as a whole rose - albeit at a slightly slower pace than in 2021. This was largely driven by mounting inflationary pressure, as rising raw material and energy costs led to a sharp increase in pricing. This was exacerbated by the devaluation of...

Euromonitor International's Snacks in Egypt report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Snacks market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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A stabilising economic environment will support moderate growth in retail volume sales

Health and wellness will be a focus for new product development

Modern grocery retailers will grow in importance as a distribution channel

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New product launches help leader Chipsy regain lost ground

Hard-pressed consumers switch from packaged to unpackaged nuts and seeds

#### PROSPECTS AND OPPORTUNITIES

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