

**Sweet Biscuits, Snack Bars and Fruit Snacks in Egypt**

Market Direction | 2022-07-14 | 27 pages | Euromonitor

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**Report description:**

Retail volume sales of sweet biscuits, snack bars and fruit snacks continued to increase during 2022, albeit at a slightly more modest pace than in the previous year. However, the rate of growth in retail constant value sales (2022 prices) of sweet biscuits, snack bars and fruit snacks accelerated. This was due to rising prices, which were driven by rising raw material and energy costs. In particular, a sharp rise in the price of wheat forced manufacturers to raise their prices. The impact of th...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit 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: Fruit Snacks, Snack Bars, Sweet Biscuits.

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

**Why buy this report?**

- \* Get a detailed picture of the Sweet Biscuits, Snack Bars and Fruit 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Volume sales continue to expand in spite of sharp rise in pricing

Generally eaten as an occasional treat, chocolate coated biscuits are the top performers

Ocean Foods' competitively priced and widely distributed Lambada brand continues to lead

PROSPECTS AND OPPORTUNITIES

A stronger economy may boost demand for premium offerings

Increased import tariffs may drive a shift from packaged to unpackaged dried fruit

Snack bars will perform well, but high pricing will limit their appeal

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