

Sweet Spreads in Egypt

Market Direction | 2022-11-07 | 19 pages | Euromonitor

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Report description:

Due to price increases on key raw ingredients, such as sugar, sweet spreads in Egypt witnessed high price rises in 2022. In addition, the cost of production has increased, with fuel and labour costs further reflected in higher price-points. As such, while retail value sales is expected to record double-digit current growth, volume sales will decline. Price-sensitive consumers have been reducing their purchases in response to inflation, with honey being the only area expected to record low-level...

Euromonitor International's Sweet Spreads 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: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based Spreads.

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 Spreads 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 reliable information resources to help drive informed strategic planning.

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Euromonitor International
November 2022

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SWEET SPREADS IN EGYPT

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Price rises on raw ingredients lead to declining retail volume growth in 2022

Honey culture in Egypt allows sales to remain positive, despite heightened prices

Hero Middle East & Africa leads the landscape, focusing on promotional activities to boost sales

PROSPECTS AND OPPORTUNITIES

Consumers switch to cheaper varieties as price points rise

Volume sales of honey remain positive, although consumers will trade down

Its reputation for quality helps Ferrero's Nutella retain the lead

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