

Processed Fruit and Vegetables in Egypt

Market Direction | 2022-11-14 | 21 pages | Euromonitor

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Report description:

Processed fruit and vegetables registered a sluggish performance in retail volume terms in 2021, following a decline in 2021. While growth was stronger in current value terms, this was due to inflationary pressures, rather than consumers upgrading to more expensive products. Processed fruit and vegetables witnessed a boom in 2020, when the COVID-19 crisis forced consumers to spend more time at home, leading to an increase in home cooking. In addition, during the early stages of the pandemic, man...

Euromonitor International's Processed Fruit and Vegetables 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: Frozen Processed Fruit and Vegetables, Shelf Stable Fruit and Vegetables.

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

Why buy this report?

- * Get a detailed picture of the Processed Fruit and Vegetables 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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Adverse economic conditions lead to a consumer switch towards cheaper, fresh produce

Shelf stable beans remain popular, with vegetables and tomatoes having limited appeal

Americana and Farm Frites maintain their leading positions, thanks to their widespread availability and wide range of products

PROSPECTS AND OPPORTUNITIES

Frozen processed fruit and vegetables to lead growth

Tough economic climate to impact sales via foodservice

E-commerce holds great potential

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