

Ice Cream in Egypt

Market Direction | 2022-07-14 | 24 pages | Euromonitor

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Report description:

Having clawed back some of its substantial 2020 losses during 2021, retail volume sales of ice cream declined once again during 2022. However, retail constant value sales (2022 prices) rose, reflecting a sharp increase in pricing. This was due to rising raw material and energy costs. Facing higher prices, many squeezed local consumers reduced their consumption of ice cream. On the other hand, demand is being supported by a rapidly expanding population and urbanisation. Meanwhile, unpackaged ice...

Euromonitor International's Ice Cream 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 Yoghurt, Impulse Ice Cream, Plant-based Ice Cream, Take-Home Ice Cream, Unpackaged Ice Cream.

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

Why buy this report?

- * Get a detailed picture of the Ice Cream 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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Table of Contents:

Ice Cream in Egypt
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List Of Contents And Tables

ICE CREAM IN EGYPT

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising prices crunch demand

Nestle Egypt SAE continues to dominate but faces increased competition from local players

Shift to larger pack sizes in take-home ice cream, as consumers seek to stretch their budgets

PROSPECTS AND OPPORTUNITIES

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

CATEGORY DATA

Table 1 Sales of Ice Cream by Category: Volume 2017-2022

Table 2 Sales of Ice Cream by Category: Value 2017-2022

Table 3 Sales of Ice Cream by Category: % Volume Growth 2017-2022

Table 4 Sales of Ice Cream by Category: % Value Growth 2017-2022

Table 5 Sales of Ice Cream by Leading Flavours: Rankings 2017-2022

Table 6 Sales of Impulse Ice Cream by Format: % Value 2017-2022

Table 7 NBO Company Shares of Ice Cream: % Value 2018-2022

Table 8 LBN Brand Shares of Ice Cream: % Value 2019-2022

Table 9 NBO Company Shares of Impulse Ice Cream: % Value 2018-2022

Table 10 □LBN Brand Shares of Impulse Ice Cream: % Value 2019-2022

Table 11 □NBO Company Shares of Take-home Ice Cream: % Value 2018-2022

Table 12 □LBN Brand Shares of Take-home Ice Cream: % Value 2019-2022

Table 13 □Distribution of Ice Cream by Format: % Value 2017-2022

Table 14 □Forecast Sales of Ice Cream by Category: Volume 2022-2027

Table 15 □Forecast Sales of Ice Cream by Category: Value 2022-2027

Table 16 □Forecast Sales of Ice Cream by Category: % Volume Growth 2022-2027

Table 17 □Forecast Sales of Ice Cream by Category: % Value Growth 2022-2027

CHART 1 Snacks Value Sales Growth Scenarios: 2020-2027

CHART 2 Snacks Impact of Drivers on Value Sales: 2020-2027

SNACKS IN EGYPT

EXECUTIVE SUMMARY

Snacks in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 18 Sales of Snacks by Category: Volume 2017-2022

Table 19 Sales of Snacks by Category: Value 2017-2022

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Table 20 Sales of Snacks by Category: % Volume Growth 2017-2022

Table 21 Sales of Snacks by Category: % Value Growth 2017-2022

Table 22 NBO Company Shares of Snacks: % Value 2018-2022

Table 23 LBN Brand Shares of Snacks: % Value 2019-2022

Table 24 Distribution of Snacks by Format: % Value 2017-2022

Table 25 Forecast Sales of Snacks by Category: Volume 2022-2027

Table 26 Forecast Sales of Snacks by Category: Value 2022-2027

Table 27 □Forecast Sales of Snacks by Category: % Volume Growth 2022-2027

Table 28 □Forecast Sales of Snacks by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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