

## **Snacks in Egypt**

Market Direction | 2023-06-29 | 69 pages | Euromonitor

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### **Report description:**

Snacks in Egypt is expected to witness a slight increase in volume sales in 2023 and large increase in value terms due to the instability in the market driven from significant increases in prices caused by global inflation and strong increases in the cost of raw materials. Another factor behind these rising costs was the near 70% devaluation in the Egyptian pound, which occurred in two stages, first in March 2022 then in December 2022. This led inflation to reach its highest rate in five years w...

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 2018-2022, 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 2027, 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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## Table of Contents:

Snacks in Egypt  
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List Of Contents And Tables

### SNACKS IN EGYPT

#### EXECUTIVE SUMMARY

Snacks in 2023: The big picture  
Key trends in 2023  
Competitive Landscape  
Channel developments  
What next for snacks?

#### MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2018-2023  
Table 2 Sales of Snacks by Category: Value 2018-2023  
Table 3 Sales of Snacks by Category: % Volume Growth 2018-2023  
Table 4 Sales of Snacks by Category: % Value Growth 2018-2023  
Table 5 NBO Company Shares of Snacks: % Value 2019-2023  
Table 6 LBN Brand Shares of Snacks: % Value 2020-2023  
Table 7 Distribution of Snacks by Format: % Value 2018-2023  
Table 8 Forecast Sales of Snacks by Category: Volume 2023-2028  
Table 9 Forecast Sales of Snacks by Category: Value 2023-2028  
Table 10 □Forecast Sales of Snacks by Category: % Volume Growth 2023-2028  
Table 11 □Forecast Sales of Snacks by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

### CHOCOLATE CONFECTIONERY IN EGYPT

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Shift towards countlines due to affordability due to the high inflationary context  
Price-sensitive consumers switch to sweet biscuits and chocolate-coated biscuits from chocolate confectionery in a bid to make savings  
Leader Cadbury invests heavily in marketing to sustain its consumer base in the face of rising prices

#### PROSPECTS AND OPPORTUNITIES

Cadbury continues to characterise the chocolate confectionery category  
The discounters channel and retail e-commerce are on the rise as consumers continue their search for lower prices  
Consumers adjust to increasing prices

#### CATEGORY DATA

Table 12 Sales of Chocolate Confectionery by Category: Volume 2018-2023  
Table 13 Sales of Chocolate Confectionery by Category: Value 2018-2023  
Table 14 Sales of Chocolate Confectionery by Category: % Volume Growth 2018-2023  
Table 15 Sales of Chocolate Confectionery by Category: % Value Growth 2018-2023  
Table 16 Sales of Chocolate Tablets by Type: % Value 2018-2023  
Table 17 NBO Company Shares of Chocolate Confectionery: % Value 2019-2023

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Table 18 LBN Brand Shares of Chocolate Confectionery: % Value 2020-2023

Table 19 Distribution of Chocolate Confectionery by Format: % Value 2018-2023

Table 20 Forecast Sales of Chocolate Confectionery by Category: Volume 2023-2028

Table 21 □Forecast Sales of Chocolate Confectionery by Category: Value 2023-2028

Table 22 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2023-2028

Table 23 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2023-2028

#### GUM IN EGYPT

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Growth of the gum category in Egypt

Currency devaluation and import restrictions favour local gum players

Gum category driven by impulse purchases benefiting small local grocers and increasingly convenience stores and forecourt retailers, while dampening growth of retail e-commerce

##### PROSPECTS AND OPPORTUNITIES

Cadbury retains strong lead in the gum category over the forecast period

Consumers shift from premium to medium-priced brands

Steady forecast period growth of gum thanks to growing consumer interest in health and wellness

##### CATEGORY DATA

Table 24 Sales of Gum by Category: Volume 2018-2023

Table 25 Sales of Gum by Category: Value 2018-2023

Table 26 Sales of Gum by Category: % Volume Growth 2018-2023

Table 27 Sales of Gum by Category: % Value Growth 2018-2023

Table 28 Sales of Gum by Flavour: Rankings 2018-2023

Table 29 NBO Company Shares of Gum: % Value 2019-2023

Table 30 LBN Brand Shares of Gum: % Value 2020-2023

Table 31 Distribution of Gum by Format: % Value 2018-2023

Table 32 Forecast Sales of Gum by Category: Volume 2023-2028

Table 33 □Forecast Sales of Gum by Category: Value 2023-2028

Table 34 □Forecast Sales of Gum by Category: % Volume Growth 2023-2028

Table 35 □Forecast Sales of Gum by Category: % Value Growth 2023-2028

#### SUGAR CONFECTIONERY IN EGYPT

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Decline in consumption of sugar confectionery due to significant price hikes, with seasonal gift-giving traditions helping to offset declines

Toffees, caramels and nougat, and boiled sweets grow in popularity due to affordability and the presence of local brands

The introduction of new retail mobile apps boosts imported sugar confectionery and bundle boxes

##### PROSPECTS AND OPPORTUNITIES

El Rashidi El Mizan Confectionery SAE continues to lead the sugar confectionery category

Government cessation of sugar exports designed to provide sufficient supply for local production

Growth of sugar confectionery over the forecast period is stimulated by population growth as well as the entry of new players and innovation

##### CATEGORY DATA

Table 36 Sales of Sugar Confectionery by Category: Volume 2018-2023

Table 37 Sales of Sugar Confectionery by Category: Value 2018-2023

Table 38 Sales of Sugar Confectionery by Category: % Volume Growth 2018-2023

Table 39 Sales of Sugar Confectionery by Category: % Value Growth 2018-2023

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Table 40 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2018-2023

Table 41 NBO Company Shares of Sugar Confectionery: % Value 2019-2023

Table 42 LBN Brand Shares of Sugar Confectionery: % Value 2020-2023

Table 43 Distribution of Sugar Confectionery by Format: % Value 2018-2023

Table 44 Forecast Sales of Sugar Confectionery by Category: Volume 2023-2028

Table 45 □Forecast Sales of Sugar Confectionery by Category: Value 2023-2028

Table 46 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2023-2028

Table 47 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2023-2028

#### SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN EGYPT

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Sweet biscuits, snack bars and fruit snacks increases in volume and value terms in 2023

Healthy consumers continue purchasing cereal, protein and energy bars

Consumers increasingly seek out brands on promotion, especially via modern grocery retailers and retail e-commerce

##### PROSPECTS AND OPPORTUNITIES

Ocean Foods is the category leader in sweet biscuits and wafers

Consumers seek out cheaper options of fruit snacks

Forecast period growth for sweet biscuits and snack bars

##### CATEGORY DATA

Table 48 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2018-2023

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2018-2023

Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2018-2023

Table 51 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2018-2023

Table 52 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2023

Table 53 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2023

Table 54 NBO Company Shares of Sweet Biscuits: % Value 2019-2023

Table 55 LBN Brand Shares of Sweet Biscuits: % Value 2020-2023

Table 56 NBO Company Shares of Snack Bars: % Value 2019-2023

Table 57 □LBN Brand Shares of Snack Bars: % Value 2020-2023

Table 58 □NBO Company Shares of Fruit Snacks: % Value 2019-2023

Table 59 □LBN Brand Shares of Fruit Snacks: % Value 2020-2023

Table 60 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2018-2023

Table 61 □Distribution of Sweet Biscuits by Format: % Value 2018-2023

Table 62 □Distribution of Snack Bars by Format: % Value 2018-2023

Table 63 □Distribution of Fruit Snacks by Format: % Value 2018-2023

Table 64 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2023-2028

Table 65 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2023-2028

Table 66 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2023-2028

Table 67 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2023-2028

#### ICE CREAM IN EGYPT

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Growth of ice cream in Egypt despite inflationary context as industry players endeavour to control price increases

Consumers shift towards smaller packs of bulk ice cream

Small local grocers facing more intense competition from food/drink/tobacco specialists within ice cream

##### PROSPECTS AND OPPORTUNITIES

Nestle Egypt SAE retains the lead in ice cream over the forecast period

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Due to price increases, local players gain momentum and category share, despite frequent launches by Nestle  
Ongoing growth of ice cream over the forecast period thanks to new players and innovations, especially those with healthy credentials

#### CATEGORY DATA

Table 68 Sales of Ice Cream by Category: Volume 2018-2023

Table 69 Sales of Ice Cream by Category: Value 2018-2023

Table 70 Sales of Ice Cream by Category: % Volume Growth 2018-2023

Table 71 Sales of Ice Cream by Category: % Value Growth 2018-2023

Table 72 Sales of Ice Cream by Leading Flavours: Rankings 2018-2023

Table 73 Sales of Impulse Ice Cream by Format: % Value 2018-2023

Table 74 NBO Company Shares of Ice Cream: % Value 2019-2023

Table 75 LBN Brand Shares of Ice Cream: % Value 2020-2023

Table 76 NBO Company Shares of Impulse Ice Cream: % Value 2019-2023

Table 77 □LBN Brand Shares of Impulse Ice Cream: % Value 2020-2023

Table 78 □NBO Company Shares of Take-home Ice Cream: % Value 2019-2023

Table 79 □LBN Brand Shares of Take-home Ice Cream: % Value 2020-2023

Table 80 □Distribution of Ice Cream by Format: % Value 2018-2023

Table 81 □Forecast Sales of Ice Cream by Category: Volume 2023-2028

Table 82 □Forecast Sales of Ice Cream by Category: Value 2023-2028

Table 83 □Forecast Sales of Ice Cream by Category: % Volume Growth 2023-2028

Table 84 □Forecast Sales of Ice Cream by Category: % Value Growth 2023-2028

#### SAVOURY SNACKS IN EGYPT

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Savoury snacks witnesses sales growth in value and volume terms thanks to the implementation of lower price increases compared to other categories in snacks

Strong performance of potato chips as these products are popularly considered a meal replacement

New product launches help leader Chipsy regain lost ground

##### PROSPECTS AND OPPORTUNITIES

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

While unpackaged products gaining popularity due to lower prices, puffed snacks is the exception

Forecast period growth of savoury snacks thanks to affordability

#### CATEGORY DATA

Table 85 Sales of Savoury Snacks by Category: Volume 2018-2023

Table 86 Sales of Savoury Snacks by Category: Value 2018-2023

Table 87 Sales of Savoury Snacks by Category: % Volume Growth 2018-2023

Table 88 Sales of Savoury Snacks by Category: % Value Growth 2018-2023

Table 89 NBO Company Shares of Savoury Snacks: % Value 2019-2023

Table 90 LBN Brand Shares of Savoury Snacks: % Value 2020-2023

Table 91 Distribution of Savoury Snacks by Format: % Value 2018-2023

Table 92 Forecast Sales of Savoury Snacks by Category: Volume 2023-2028

Table 93 Forecast Sales of Savoury Snacks by Category: Value 2023-2028

Table 94 □Forecast Sales of Savoury Snacks by Category: % Volume Growth 2023-2028

Table 95 □Forecast Sales of Savoury Snacks by Category: % Value Growth 2023-2028

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