

## **Sweet Spreads in Egypt**

Market Direction | 2023-11-22 | 19 pages | Euromonitor

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### **Report description:**

Sweet spreads is facing the same cross-category challenges which create huge value spikes due to skyrocketing unit prices in the inflationary context, along with low consumer spending power meaning a crash in volume sales. In the case of sweet spreads, the huge increases in prices arose from the hikes in raw materials including sugar, while the imported, finished sweet spreads suffered from the complications concerning the import of finished products. Such issues have arisen due to the Central B...

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 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: 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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Price-sensitive consumers continue to seek the best deals and offers

Players seek to maximise their sales based on the most popular products

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