

Sugar Confectionery in Egypt

Market Direction | 2024-06-28 | 21 pages | Euromonitor

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Report description:

The market for sugar confectionery in Egypt is expected to witness a slight decline in sales in retail volume terms in 2024. This is due to significant hikes in the prices of imported raw materials, such as sugar, thanks to multiple currency devaluations, rising energy costs and disrupted supply chains. These increased costs have been passed onto a population which is already suffering from low levels of purchasing power, and this, in turn is having a negative impact on demand for non-essential...

Euromonitor International's Sugar Confectionery 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Boiled Sweets, Liquorice, Lollipops, Medicated Confectionery, Mints, Other Sugar Confectionery, Pastilles, Gummies, Jellies and Chews, Toffees, Caramels and Nougat.

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

Why buy this report?

- * Get a detailed picture of the Sugar Confectionery 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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reliable information resources to help drive informed strategic planning.

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Price hikes hamper demand for sugar confectionery, although seasonal gift-giving traditions continue to present consumption opportunities

Toffees, caramels, and nougat show greater resilience, due to presence of affordable, local brands

Consumers gravitate towards premium products, despite the high cost of living

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Marketing tactics will need to adapt to price-sensitive consumer base

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