

## **Staple Foods in Egypt**

Market Direction | 2024-11-06 | 64 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €2150.00
- Multiple User License (1 Site) €4300.00
- Multiple User License (Global) €6450.00

### **Report description:**

Staple foods in Egypt witnessed some notable shifts in 2024, with significant changes in the price of baked goods, including subsidised bread. The decision to raise the price of subsidised bread, a staple food and symbol of social stability in Egypt, marked the first change in three decades. At the start of June 2024, the price of subsidised loaves increased from 5 piastres to 20 piastres. Despite this increase, consumer demand for bread remained steady due to its critical importance in Egyptian...

Euromonitor International's Staple Foods 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: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

Why buy this report?

- \* Get a detailed picture of the Staple Foods 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

**Table of Contents:**

Staple Foods in Egypt  
Euromonitor International  
November 2024

List Of Contents And Tables

STAPLE FOODS IN EGYPT

EXECUTIVE SUMMARY

Staple foods in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 1 Sales of Staple Foods by Category: Volume 2019-2024

Table 2 Sales of Staple Foods by Category: Value 2019-2024

Table 3 Sales of Staple Foods by Category: % Volume Growth 2019-2024

Table 4 Sales of Staple Foods by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Staple Foods: % Value 2020-2024

Table 6 LBN Brand Shares of Staple Foods: % Value 2021-2024

Table 7 Penetration of Private Label by Category: % Value 2019-2024

Table 8 Distribution of Staple Foods by Format: % Value 2019-2024

Table 9 Forecast Sales of Staple Foods by Category: Volume 2024-2029

Table 10 □Forecast Sales of Staple Foods by Category: Value 2024-2029

Table 11 □Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029

Table 12 □Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

BAKED GOODS IN EGYPT

KEY DATA FINDINGS

2024 DEVELOPMENTS

Baked goods maintain steady pace of volume growth despite price rises

Subsidised bread receives first price hike in three decades

Freshly baked goods build on cultural traditions

PROSPECTS AND OPPORTUNITIES

Surge in product development to meet needs of a growing population

Public and private sector initiatives aim to reduce the price of baked goods

Edita Food Industries SAE to lead in cakes and pastries

CATEGORY DATA

Table 13 Sales of Baked Goods by Category: Volume 2019-2024

Table 14 Sales of Baked Goods by Category: Value 2019-2024

Table 15 Sales of Baked Goods by Category: % Volume Growth 2019-2024

Table 16 Sales of Baked Goods by Category: % Value Growth 2019-2024

Table 17 Sales of Pastries by Type: % Value 2019-2024

Table 18 NBO Company Shares of Baked Goods: % Value 2020-2024

Table 19 LBN Brand Shares of Baked Goods: % Value 2021-2024

Table 20 Distribution of Baked Goods by Format: % Value 2019-2024

Table 21 Forecast Sales of Baked Goods by Category: Volume 2024-2029

Table 22 □Forecast Sales of Baked Goods by Category: Value 2024-2029

Table 23 □Forecast Sales of Baked Goods by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Baked Goods by Category: % Value Growth 2024-2029

#### BREAKFAST CEREALS IN EGYPT

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Breakfast cereals face a challenging period

Consumers shift towards more economical packs of breakfast cereals

Consumers are choosing hot cereals over granola

##### PROSPECTS AND OPPORTUNITIES

Volume growth will be restored in breakfast cereals

Local breakfast cereals will shape future development

Mass Food Co to build on its position in breakfast cereals

##### CATEGORY DATA

Table 25 Sales of Breakfast Cereals by Category: Volume 2019-2024

Table 26 Sales of Breakfast Cereals by Category: Value 2019-2024

Table 27 Sales of Breakfast Cereals by Category: % Volume Growth 2019-2024

Table 28 Sales of Breakfast Cereals by Category: % Value Growth 2019-2024

Table 29 NBO Company Shares of Breakfast Cereals: % Value 2020-2024

Table 30 LBN Brand Shares of Breakfast Cereals: % Value 2021-2024

Table 31 Distribution of Breakfast Cereals by Format: % Value 2019-2024

Table 32 Forecast Sales of Breakfast Cereals by Category: Volume 2024-2029

Table 33 Forecast Sales of Breakfast Cereals by Category: Value 2024-2029

Table 34 □Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2024-2029

Table 35 □Forecast Sales of Breakfast Cereals by Category: % Value Growth 2024-2029

#### PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT IN EGYPT

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Soaring prices depress volume sales in processed meat, seafood and alternatives

Processed meat is a lower priority as prices soar

Consumers seek out more affordable products to meet needs

##### PROSPECTS AND OPPORTUNITIES

Processed meat, seafood, and meat alternatives faces further challenges

Halwani Bros Co Ltd leads processed meat, seafood, and alternatives

Egyptian government initiatives aim to control rising food prices

##### CATEGORY DATA

Table 36 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2019-2024

Table 37 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2019-2024

Table 38 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2019-2024

Table 39 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2019-2024

Table 40 Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2019-2024

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 41 Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2019-2024  
Table 42 Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2019-2024  
Table 43 Sales of Frozen Processed Poultry by Type: % Value Breakdown 2019-2024  
Table 44 Sales of Frozen Processed Seafood by Type: % Value Breakdown 2019-2024  
Table 45 □NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2024  
Table 46 □LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2024  
Table 47 □Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2019-2024  
Table 48 □Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2024-2029  
Table 49 □Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2024-2029

#### PROCESSED FRUIT AND VEGETABLES IN EGYPT

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Consumption of processed fruit and vegetables remains stable despite price hikes  
Desire for affordable and healthy meals draws shoppers towards frozen vegetables  
Consumers adopt budget-conscious shopping habits whilst staying health focused

##### PROSPECTS AND OPPORTUNITIES

Strong outlook for processed fruit and vegetables  
Americana Egypt expected to secure its leading position  
Players are prioritising exports over domestic sales

##### CATEGORY DATA

Table 50 Sales of Processed Fruit and Vegetables by Category: Volume 2019-2024  
Table 51 Sales of Processed Fruit and Vegetables by Category: Value 2019-2024  
Table 52 Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2019-2024  
Table 53 Sales of Processed Fruit and Vegetables by Category: % Value Growth 2019-2024  
Table 54 Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2019-2024  
Table 55 NBO Company Shares of Processed Fruit and Vegetables: % Value 2020-2024  
Table 56 LBN Brand Shares of Processed Fruit and Vegetables: % Value 2021-2024  
Table 57 Distribution of Processed Fruit and Vegetables by Format: % Value 2019-2024  
Table 58 Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2024-2029  
Table 59 □Forecast Sales of Processed Fruit and Vegetables by Category: Value 2024-2029  
Table 60 □Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2024-2029  
Table 61 □Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2024-2029

#### RICE, PASTA AND NOODLES IN EGYPT

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Rice, pasta and noodles boasts strong growth  
Consumers stockpile in the face of prices increase  
Noodles and pasta meet need for budget-friendly meals

##### PROSPECTS AND OPPORTUNITIES

Rice, pasta and noodles face strong growth prospects  
Al Doha Co leads in rice, pasta and noodles  
Egyptian government takes efforts to secure supply and prices

##### CATEGORY DATA

Table 62 Sales of Rice, Pasta and Noodles by Category: Volume 2019-2024  
Table 63 Sales of Rice, Pasta and Noodles by Category: Value 2019-2024  
Table 64 Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2019-2024  
Table 65 Sales of Rice, Pasta and Noodles by Category: % Value Growth 2019-2024

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 66 Sales of Instant Noodles by Leading Flavours: Rankings 2019-2024  
Table 67 NBO Company Shares of Rice, Pasta and Noodles: % Value 2020-2024  
Table 68 LBN Brand Shares of Rice, Pasta and Noodles: % Value 2021-2024  
Table 69 NBO Company Shares of Rice: % Value 2020-2024  
Table 70 LBN Brand Shares of Rice: % Value 2021-2024  
Table 71 □NBO Company Shares of Pasta: % Value 2020-2024  
Table 72 □LBN Brand Shares of Pasta: % Value 2021-2024  
Table 73 □NBO Company Shares of Noodles: % Value 2020-2024  
Table 74 □LBN Brand Shares of Noodles: % Value 2021-2024  
Table 75 □Distribution of Rice, Pasta and Noodles by Format: % Value 2019-2024  
Table 76 □Distribution of Rice by Format: % Value 2019-2024  
Table 77 □Distribution of Pasta by Format: % Value 2019-2024  
Table 78 □Distribution of Noodles by Format: % Value 2019-2024  
Table 79 □Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2024-2029  
Table 80 □Forecast Sales of Rice, Pasta and Noodles by Category: Value 2024-2029  
Table 81 □Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2024-2029  
Table 82 □Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2024-2029

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Staple Foods in Egypt

Market Direction | 2024-11-06 | 64 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€2150.00
	Multiple User License (1 Site)	€4300.00
	Multiple User License (Global)	€6450.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-12"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com