

Cheese in Egypt

September 2023

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Cheese in Egypt - Category analysis

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2023 DEVELOPMENTS

Increase in current retail value sales as price points rise due to inflation Rise in local cheese production as international goods disappear from shelves Best Cheese Co for Dairy Products maintains its lead in cheese

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Companies implement solutions for increasing profit margins Functional claims set to drive innovation over the forecast period Trading down will continue to be a solution for many consumers

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