

Sugar Confectionery in Egypt

June 2023

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Sugar Confectionery in Egypt - Category analysis

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

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