

# Cooking Ingredients and Meals in Egypt

November 2023

Table of Contents

## Cooking Ingredients and Meals in Egypt

### EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

### MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023

Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2018-2023

Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023

Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023

Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023

Table 7 - Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023

Table 8 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028

Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Edible Oils in Egypt

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Huge hike in prices makes edible oils less affordable for price-sensitive consumers

Inflationary pressures and price increases shape consumers' buying habits

Could mixed oils become the big winners due to their cost effective and versatile attributes?

### PROSPECTS AND OPPORTUNITIES

Arma Food Industries maintains its lead thanks to its wide range of offers

Egypt seeks to boost its own production of edible oils

Edible oils set for healthier growth over the forecast period

### CATEGORY DATA

Table 12 - Sales of Edible Oils by Category: Volume 2018-2023

Table 13 - Sales of Edible Oils by Category: Value 2018-2023

Table 14 - Sales of Edible Oils by Category: % Volume Growth 2018-2023

Table 15 - Sales of Edible Oils by Category: % Value Growth 2018-2023

Table 16 - NBO Company Shares of Edible Oils: % Value 2019-2023

Table 17 - LBN Brand Shares of Edible Oils: % Value 2020-2023

Table 18 - Distribution of Edible Oils by Format: % Value 2018-2023

Table 19 - Forecast Sales of Edible Oils by Category: Volume 2023-2028

Table 20 - Forecast Sales of Edible Oils by Category: Value 2023-2028

Table 21 - Forecast Sales of Edible Oils by Category: % Volume Growth 2023-2028

Table 22 - Forecast Sales of Edible Oils by Category: % Value Growth 2023-2028

## Meals and Soups in Egypt

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising costs and falling volumes for meals and soups  
Private labels set to offer low-priced competition to unofficial entrepreneurs  
Value for money and quality-to-price ratios remain key to attracting consumers

#### PROSPECTS AND OPPORTUNITIES

Nestlé Egypt maintains its lead in meals and soups  
Struggling frozen pizza may see a boost from new players  
Slow and steady recovery expected, providing unit prices stabilise

#### CATEGORY DATA

Table 23 - Sales of Meals and Soups by Category: Volume 2018-2023  
Table 24 - Sales of Meals and Soups by Category: Value 2018-2023  
Table 25 - Sales of Meals and Soups by Category: % Volume Growth 2018-2023  
Table 26 - Sales of Meals and Soups by Category: % Value Growth 2018-2023  
Table 27 - Sales of Frozen Ready Meals by Ethnicity: % Value 2018-2023  
Table 28 - NBO Company Shares of Meals and Soups: % Value 2019-2023  
Table 29 - LBN Brand Shares of Meals and Soups: % Value 2020-2023  
Table 30 - Distribution of Meals and Soups by Format: % Value 2018-2023  
Table 31 - Forecast Sales of Meals and Soups by Category: Volume 2023-2028  
Table 32 - Forecast Sales of Meals and Soups by Category: Value 2023-2028  
Table 33 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2023-2028  
Table 34 - Forecast Sales of Meals and Soups by Category: % Value Growth 2023-2028

## Sauces, Dips and Condiments in Egypt

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sauces, dips, and condiments faces cross-category challenges of high prices and low demand  
Healthier options in Egyptian cuisine influence dietary trends  
Players expand their portfolios with smaller pack sizes, to meet consumers' budgetary demands

#### PROSPECTS AND OPPORTUNITIES

Heinz maintains its lead through appealing to consumer demands  
Opportunities ahead for local brands, with the rise of new players  
Recovery expected in line with overall economic and industry stabilisation

#### CATEGORY DATA

Table 35 - Sales of Sauces, Dips and Condiments by Category: Volume 2018-2023  
Table 36 - Sales of Sauces, Dips and Condiments by Category: Value 2018-2023  
Table 37 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2018-2023  
Table 38 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2018-2023  
Table 39 - Sales of Other Sauces and Condiments by Type: Rankings 2018-2023  
Table 40 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2019-2023  
Table 41 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2020-2023  
Table 42 - Distribution of Sauces, Dips and Condiments by Format: % Value 2018-2023  
Table 43 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2023-2028  
Table 44 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2023-2028  
Table 45 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2023-2028

Table 46 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2023-2028

## Sweet Spreads in Egypt

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cross-category impacts create challenges for sweet spreads

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

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

#### PROSPECTS AND OPPORTUNITIES

Hero Middle East & Africa maintains its lead with its Vitrac and Hero brands

The Egyptian government continues its measures to stabilise the economy

Stabilisation in sweet spreads expected in line with overall economic stabilisation

#### CATEGORY DATA

Table 47 - Sales of Sweet Spreads by Category: Volume 2018-2023

Table 48 - Sales of Sweet Spreads by Category: Value 2018-2023

Table 49 - Sales of Sweet Spreads by Category: % Volume Growth 2018-2023

Table 50 - Sales of Sweet Spreads by Category: % Value Growth 2018-2023

Table 51 - NBO Company Shares of Sweet Spreads: % Value 2019-2023

Table 52 - LBN Brand Shares of Sweet Spreads: % Value 2020-2023

Table 53 - Distribution of Sweet Spreads by Format: % Value 2018-2023

Table 54 - Forecast Sales of Sweet Spreads by Category: Volume 2023-2028

Table 55 - Forecast Sales of Sweet Spreads by Category: Value 2023-2028

Table 56 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2023-2028

Table 57 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2023-2028

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/cooking-ingredients-and-meals-in-egypt/report](http://www.euromonitor.com/cooking-ingredients-and-meals-in-egypt/report).