

Yoghurt and Sour Milk Products in Egypt

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Yoghurt and sour milk post growth, as consumers appreciate health benefits

Consumers opt for home-made yoghurt in the face of rising prices

The Best Cheese Co for Dairy Products retains its lead while players focus on flavour

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Promotions will remain key to maintaining share across the coming years

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