

Savoury Snacks in Egypt

June 2023

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2023 DEVELOPMENTS

Savoury snacks witnesses sales growth in value and volume terms thanks to the implementation of lower price increases compared to other categories in snacks

Strong performance of potato chips as these products are popularly considered a meal replacement

New product launches help leader Chipsy regain lost ground

PROSPECTS AND OPPORTUNITIES

Hard-pressed consumers switch from packaged to unpackaged nuts, seeds and trail mixes

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