

Sweet Biscuits, Snack Bars and Fruit Snacks in Egypt

June 2023

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Sweet Biscuits, Snack Bars and Fruit Snacks in Egypt - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sweet biscuits, snack bars and fruit snacks increases in volume and value terms in 2023

Healthy consumers continue purchasing cereal, protein and energy bars

Consumers increasingly seek out brands on promotion, especially via modern grocery retailers and retail e-commerce

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Ocean Foods is the category leader in sweet biscuits and wafers

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