

Baked Goods in Egypt

November 2023

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Baked Goods in Egypt - Category analysis

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2023 DEVELOPMENTS

Faster current value than volume growth in the wake of price increases

Heightened importance of hygiene in bakeries

Innovative strategies to extend shelf life and reduce returns

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Baked goods to continue to benefit from key staple positioning in households

Unpackaged bread to grow faster than packaged bread

Edita Food Industries well placed to remain the leader in a fragmented competitive landscape

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