

# Chocolate Confectionery in Egypt

June 2023

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## Chocolate Confectionery in Egypt - Category analysis

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#### 2023 DEVELOPMENTS

Shift towards countlines due to affordability due to the high inflationary context

Price-sensitive consumers switch to sweet biscuits and chocolate-coated biscuits from chocolate confectionery in a bid to make savings

Leader Cadbury invests heavily in marketing to sustain its consumer base in the face of rising prices

#### PROSPECTS AND OPPORTUNITIES

Cadbury continues to characterise the chocolate confectionery category

The discounters channel and retail e-commerce are on the rise as consumers continue their search for lower prices

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