KEY DATA FINDINGS

2023 DEVELOPMENTS
Processed fruit and vegetables enjoy healthier and affordable food image amidst soaring meat prices
Convenience plays a key role in driving demand
Retail e-commerce continues to emerge in processed fruit and vegetables

PROSPECTS AND OPPORTUNITIES
Bright outlook for processed fruit and vegetables
Manufacturers to adapt to higher costs and demand challenges by looking to exports
Americana Egypt well placed to remain the leader in processed fruit and vegetables

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Staple Foods in Egypt - Industry Overview

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