Processed Fruit and Vegetables in Egypt - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
Adverse economic conditions lead to a consumer switch towards cheaper, fresh produce
Shelf stable beans remain popular, with vegetables and tomatoes having limited appeal
Americana and Farm Frites maintain their leading positions, thanks to their widespread availability and wide range of products

PROSPECTS AND OPPORTUNITIES
Frozen processed fruit and vegetables to lead growth
Tough economic climate to impact sales via foodservice
E-commerce holds great potential

CATEGORY DATA
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Staple Foods in Egypt - Industry Overview

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DISCLAIMER

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