



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Egypt

July 2026

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sweet Biscuits, Snack Bars and Fruit Snacks Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Sweet Biscuits, Snack Bars and Fruit Snacks

INDUSTRY PERFORMANCE

Snackification Trend Boosts Volume and Value Growth

Chart 2 - High-Protein Snacks Gain in Popularity

Abu Auf'S Promotions Convert Occasional Buyers into Loyal Customers

Chart 3 - Abu Auf's Strategy Boosts Sales and Engagement

Multi-Sensory Experiences Elevate Snacking to Premium Status

Chart 4 - Value Sales 2021-2031

Chart 5 - Volume Sales 2021-2031

Chart 6 - Value Sales by Category 2026

WHAT'S NEXT?

Local Brands Diversify Offerings to Maintain Youth Engagement

Oat and Protein Bars Capture Demand for Convenient Nutrition

Rising Food Expenditure Supports Growth of Affordable Snacks

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Ocean Foods Accelerates Engagement to Reinforce Leadership

Chart 9 - Analyst Insight for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 10 - Company Shares 2026

Chart 11 - Brand Shares 2026

CHANNELS

Kiosks Leverage Proximity to Capture Immediate Snacking Spend

Carrefour Egypt and Breadfast Drive Digital Snacks Uptake with Fast Delivery

Chart 12 - Retail Channels 2021-2026

PRODUCTS

Balance Egypt Transforms Functional Snacks into Daily Essentials

Abu Auf'S Omnichannel Promotions Drive Loyalty through Affordability

Multi-Sensory Experiences Elevate Product Appeal and Boost Growth

ECONOMIC CONTEXT

Chart 13 - Economic Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 14 - Real Gdp Growth 2021-2031

Chart 15 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 16 - Consumer Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 17 - Population 2021-2031

Chart 18 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Affordable Indulgence Boosts Snacks as Economic Pressures Rise

Chart 20 - KitKat Puts Trendy Flavours Within Reach

Sunbites and the Rise of Healthier Snacks Drive Everyday Consumption

Chart 21 - Sunbites Exemplifies the Healthy Snacking Trend

Experience-Led Snacking and Social Trends Reshape Product Launches

Chart 22 - Value Sales 2021-2031

Chart 23 - Value Sales by Category 2026

WHAT'S NEXT?

Local Sourcing and Digital Trends Drive New Brand Growth

Savoury Snacks Sustain Leadership as Sweet Biscuits Outpace Rivals

Consumer Spending Power and Brand Agility Shape Future Competition

Chart 24 - Forecast Value Sales 2021-2031

Chart 25 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Chipsy and Froneri Drive Leadership through Innovation and Reach

Chart 26 - Analyst Insight for Snacks

Chart 27 - Company Shares 2026

Chart 28 - Brand Shares 2026

CHANNELS

Small Local Grocers Retain Shoppers by Maximising Convenience and Impulse

Online Platforms Increase Reach for Bulk and Premium Snacks

Chart 29 - Retail Channels 2021-2026

PRODUCTS

Kitkat and Sunbites Leverage Local Flavour and Health Trends to Boost Engagement

Digital Trends and Brand Switching Reshape Competitive Strategies

ECONOMIC CONTEXT

Chart 30 - Economic Context for Snacks

Chart 31 - Real Gdp Growth 2021-2031

Chart 32 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 33 - Consumer Context for Snacks

Chart 34 - Population 2021-2031

Chart 35 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-egypt/report.