

# Plant-Based Dairy in Egypt

September 2023

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Inflation negatively impacts current retail volume sales of plant-based dairy  
Consumers reduce their consumption while looking for deals and discounts  
Fluctuation in imported products as local players fill the gap

#### PROSPECTS AND OPPORTUNITIES

Growing awareness and rising interest in health benefits sales  
Private label set to grow its presence over the forecast period  
Juhayna Food Industries is set to continue enhancing its portfolio

#### CATEGORY DATA

Table 1 - Sales of Plant-Based Dairy by Category: Value 2018-2023

Table 2 - Sales of Plant-Based Dairy by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Plant-Based Dairy: % Value 2019-2023

Table 4 - LBN Brand Shares of Plant-Based Dairy: % Value 2020-2023

Table 5 - Distribution of Plant-Based Dairy by Format: % Value 2018-2023

Table 6 - Forecast Sales of Plant-Based Dairy by Category: Value 2023-2028

Table 7 - Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2023-2028

## Dairy Products and Alternatives in Egypt - Industry Overview

### EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture  
Key trends in 2023  
Competitive Landscape  
Channel developments  
What next for dairy products and alternatives?

### MARKET DATA

Table 8 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 9 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 10 - NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 11 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 12 - Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 13 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 14 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## 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/plant-based-dairy-in-egypt/report](http://www.euromonitor.com/plant-based-dairy-in-egypt/report).