

Meals and Soups in Egypt

November 2023

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Meals and Soups in Egypt - Category analysis

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2023 DEVELOPMENTS

Rising costs and falling volumes for meals and soups Private labels set to offer low-priced competition to unofficial entrepreneurs Value for money and quality-to-price ratios remain key to attracting consumers

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Nestlé Egypt maintains its lead in meals and soups Struggling frozen pizza may see a boost from new players Slow and steady recovery expected, providing unit prices stabilise

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