Edible Oils in Egypt - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
Retail current value sales increase; however, price increases impact volume sales
Arma Food Industries retains its lead, offering consumers price promotions
Retail volume sales of olive oil remain low as cheaper edible oils come out on top

PROSPECTS AND OPPORTUNITIES
Cheaper options will continue to drive volume sales across the coming years
Players focus on promotional activities to enable volume sales to rise
New product developments reflect the health and wellness trend

CATEGORY DATA

Table 1 - Sales of Edible Oils by Category: Volume 2017-2022
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Table 4 - Sales of Edible Oils by Category: % Value Growth 2017-2022
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Cooking Ingredients and Meals in Egypt - Industry Overview

EXECUTIVE SUMMARY
Cooking ingredients and meals in 2022: The big picture
Key trends in 2022
Competitive landscape
Channel developments
What next for cooking ingredients and meals?

MARKET DATA

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SOURCES

Summary 1 - Research Sources
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