

# Free From in Egypt

March 2022

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## Free From in Egypt - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Still low awareness of food intolerances continues to limit growth potential  
Health campaigns aim to raise awareness of allergies and food intolerances  
Manufacturers try to limit price increments to widen accessibility for free from milk formulae

#### PROSPECTS AND OPPORTUNITIES

New product development and communication help Juhayna Food Industries to extend its lead  
Manufacturers adapt to stay-at-home consumers with a focus on retail products and TV advertising  
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