

# Sweet Spreads in Egypt

November 2022

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## Sweet Spreads in Egypt - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Price rises on raw ingredients lead to declining retail volume growth in 2022  
Honey culture in Egypt allows sales to remain positive, despite heightened prices  
Hero Middle East & Africa leads the landscape, focusing on promotional activities to boost sales

#### PROSPECTS AND OPPORTUNITIES

Consumers switch to cheaper varieties as price points rise  
Volume sales of honey remain positive, although consumers will trade down  
Its reputation for quality helps Ferrero's Nutella retain the lead

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sweet-spreads-in-egypt/report](http://www.euromonitor.com/sweet-spreads-in-egypt/report).