



Sugar Confectionery in Egypt

June 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Price hikes hamper demand for sugar confectionery, although seasonal gift-giving traditions continue to present consumption opportunities
Toffees, caramels, and nougat show greater resilience, due to presence of affordable, local brands
Consumers gravitate towards premium products, despite the high cost of living

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Egypt's growing young population provides fertile environment for growth
Marketing tactics will need to adapt to price-sensitive consumer base
El Rashidi El Mizan Confectionery will continue to lead the market

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