



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Egypt

June 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Demand remains resilient, despite price increases
- Wafers represent a budget-friendly indulgence
- Health claims influence consumer choices

PROSPECTS AND OPPORTUNITIES

- Busier lifestyles will contribute to further growth
- Fruit snacks will see stagnant performance as consumers trade down to cheaper, unpackaged products
- Ocean Foods will continue to lead the market

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Snacks in Egypt - Industry Overview

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-egypt/report.