



**Euromonitor
International**

Breakfast Cereals in Egypt

November 2025

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Breakfast Cereals in Egypt - Category analysis

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2025 DEVELOPMENTS

Rising prices reshape demand for breakfast cereals in Egypt during 2025

INDUSTRY PERFORMANCE

Value sales of breakfast cereals increase due to rising input costs and economic pressures

Hot cereals drive value growth due to health trends, affordability, and social media influence

WHAT'S NEXT?

Sales of breakfast cereals are expected to rise due to stability, local brand growth, and consumer demand

Health-focused breakfast cereals are set to gain traction through fortified ingredients and transparency

Economic challenges will drive consumer demand for smaller, affordable cereal packs

COMPETITIVE LANDSCAPE

Mass Food Co leads breakfast cereals through strong local brand presence and diverse strategies

Sante Sp zoo increases its share through hot cereal growth and broad product innovation

CHANNELS

Small local grocers maintains its lead in breakfast cereal distribution due to convenience and accessibility

Retail e-commerce drives breakfast cereal growth through convenience and variety

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Staple Foods in Egypt - Industry Overview

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Rising prices and strategic shopping behaviours drive value growth in staple foods in 2025

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INDUSTRY PERFORMANCE

Rising price points drive double-digit value growth in staple food in 2025

Economic pressures influence consumer behaviour in Egypt during 2025

Price sensitivity and strategic shopping redefine consumer behaviour in 2025

WHAT'S NEXT?

Rising demand will be driven by positive demographics and urbanisation

Affordable, budget-friendly options are set to drive growth in staple foods

An increasingly competitive landscape is expected to support growth in staple foods

COMPETITIVE LANDSCAPE

Al Doha Co for Processing & Distribution extends its leadership in staple foods during 2025

Rich Food Industries leads growth through innovation and high-quality products

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