



Euromonitor  
International

# Yoghurt and Sour Milk Products in Egypt

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## Yoghurt and Sour Milk Products in Egypt - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Value sales record a double-digit rise, supported by the health benefits of yoghurt

Best Cheese Co for Dairy Products SAE maintains its leadership, offering strong brand names

Retail e-commerce gains momentum as small local grocers retain the lead in yoghurt and sour milk distribution

#### PROSPECTS AND OPPORTUNITIES

Positive growth predicted as consumers appreciate health benefits

Yoghurt innovation is set to focus on flavour, texture and health attributes

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