



Euromonitor
International

Sweet Spreads in Egypt

November 2025

Table of Contents

Sweet Spreads in Egypt - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Budget pressures encourage consumers to trade down

INDUSTRY PERFORMANCE

Jams and preserves drive growth during price stability and strong consumer demand

Health focused sweet spreads gain momentum, aligned with consumer demands

WHAT'S NEXT?

Price stability and product innovation will result in steady growth across the forecast period

Health and wellness is set to drive innovation within sweet spreads

Children's sweet spreads will increasingly focus on health-conscious marketing

COMPETITIVE LANDSCAPE

Hero Middle East & Africa maintains its leadership with a diverse portfolio and strategic innovation

Al Wefak Al Saudi For Food Industry records a solid performance, driven by the expansion of its Mero brand

CHANNELS

Food/drink/tobacco specialists lead as the primary distribution channel for sweet spreads

Retail e-commerce and discounters drive growth in sweet spreads during 2025

CATEGORY DATA

Table 1 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 2 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 5 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 6 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 7 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 8 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 9 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 10 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 11 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Cooking Ingredients and Meals in Egypt - Industry Overview

EXECUTIVE SUMMARY

High inflation linked to rising costs while consumers trade down

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Price surges drive value growth in cooking ingredients and meals in 2025

Health priorities rise but economic pressures shape consumer choices

As prices rise, Egyptian consumers turn to homegrown alternatives

WHAT'S NEXT?

Stabilising prices and health-focused innovation are expected to drive growth

Demand for affordability will drive packaging innovation across the forecast period

Retail e-commerce will gain momentum as traditional grocery retailers face challenges

COMPETITIVE LANDSCAPE

Arma Food Industries strengthens its lead through a diverse product range and strategic promotions

Local brands gain ground through innovation and competitive pricing

CHANNELS

Small local grocers lead distribution however it faces growing pressure from modern channels

Discounters gain momentum as consumers prioritise affordability

MARKET DATA

Table 13 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 16 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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