



Staple Foods in Egypt

November 2025

[Table of Contents](#)

Staple Foods in Egypt

EXECUTIVE SUMMARY

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

KEY DATA FINDINGS

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

CHANNELS

Small local grocers lead distribution through personalised service

Retail e-commerce records the strongest growth while discounters gain traction through competitive pricing

MARKET DATA

Table 1 - Sales of Staple Foods by Category: Volume 2020-2025

Table 2 - Sales of Staple Foods by Category: Value 2020-2025

Table 3 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 4 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 6 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2020-2025

Table 8 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 9 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 10 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 11 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baked Goods in Egypt

KEY DATA FINDINGS

2025 DEVELOPMENTS

Value growth for baked goods in Egypt is driven by rising prices and ongoing innovation

INDUSTRY PERFORMANCE

Rising input costs and inflation propel price growth for baked goods in Egypt

Unpackaged flatbread drives growth amid subsidy stability in 2025

WHAT'S NEXT?

Population growth, urbanisation and industry expansion are set to drive growth in baked goods

There is set to be rising demand for functional and nutrient-rich baked goods

Innovation is set to focus on specialised diets and free-from baked goods

COMPETITIVE LANDSCAPE

Edita Food Industries maintains its leadership through strategic pricing and portfolio expansion

Arabian Food Industry Co (Domty) records a strong performance amid bold expansion into bakery

CHANNELS

Small local grocers strengthens its lead in baked goods distribution due to neighbourhood accessibility

Retail e-commerce drives growth in baked goods through convenience and innovation

CATEGORY DATA

Table 13 - Sales of Baked Goods by Category: Volume 2020-2025

Table 14 - Sales of Baked Goods by Category: Value 2020-2025

Table 15 - Sales of Baked Goods by Category: % Volume Growth 2020-2025

Table 16 - Sales of Baked Goods by Category: % Value Growth 2020-2025

Table 17 - Sales of Pastries by Type: % Value 2020-2025

Table 18 - NBO Company Shares of Baked Goods: % Value 2021-2025

Table 19 - LBN Brand Shares of Baked Goods: % Value 2022-2025

Table 20 - Distribution of Baked Goods by Format: % Value 2020-2025

Table 21 - Forecast Sales of Baked Goods by Category: Volume 2025-2030

Table 22 - Forecast Sales of Baked Goods by Category: Value 2025-2030

Table 23 - Forecast Sales of Baked Goods by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Baked Goods by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Breakfast Cereals in Egypt](#)

KEY DATA FINDINGS

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

CATEGORY DATA

Table 25 - Sales of Breakfast Cereals by Category: Volume 2020-2025

Table 26 - Sales of Breakfast Cereals by Category: Value 2020-2025

Table 27 - Sales of Breakfast Cereals by Category: % Volume Growth 2020-2025

Table 28 - Sales of Breakfast Cereals by Category: % Value Growth 2020-2025

Table 29 - NBO Company Shares of Breakfast Cereals: % Value 2021-2025

Table 30 - LBN Brand Shares of Breakfast Cereals: % Value 2022-2025

Table 31 - Distribution of Breakfast Cereals by Format: % Value 2020-2025

Table 32 - Forecast Sales of Breakfast Cereals by Category: Volume 2025-2030

Table 33 - Forecast Sales of Breakfast Cereals by Category: Value 2025-2030

Table 34 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2025-2030

Table 35 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Processed Fruit and Vegetables in Egypt

KEY DATA FINDINGS

2025 DEVELOPMENTS

Inflation and convenience drive growth in processed fruit and vegetables in 2025

INDUSTRY PERFORMANCE

Value sales of processed fruit and vegetables rise due to inflation and supply chain pressures

Frozen processed fruit and vegetables see strong growth due to affordability and convenience

WHAT'S NEXT?

Stable economic conditions and rising health awareness are set to drive growth

Health trends and shifting lifestyles will shape demand for processed fruit and vegetables

Government support and private label expansion will drive growth in processed fruit and vegetables

COMPETITIVE LANDSCAPE

Americana Egypt strengthens its lead through strategic pricing and robust distribution

Faragalla Group's value-driven strategy and strong distribution fuel growth in 2025

CHANNELS

Local proximity and everyday convenience allows small local grocers to lead distribution

Retail e-commerce and supermarkets drive value growth through attractive price points

CATEGORY DATA

Table 36 - Sales of Processed Fruit and Vegetables by Category: Volume 2020-2025

Table 37 - Sales of Processed Fruit and Vegetables by Category: Value 2020-2025

Table 38 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2020-2025

Table 39 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2020-2025

Table 40 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2020-2025

Table 41 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2021-2025

Table 42 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2022-2025

Table 43 - Distribution of Processed Fruit and Vegetables by Format: % Value 2020-2025

Table 44 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2025-2030

Table 45 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2025-2030

Table 46 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2025-2030

Table 47 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Processed Meat, Seafood and Alternatives To Meat in Egypt

KEY DATA FINDINGS

2025 DEVELOPMENTS

Economic pressures drive price-led growth and consumer behaviours in 2025

INDUSTRY PERFORMANCE

Value sales of processed meat, seafood and alternatives to meat rise amid economic pressures

Processed seafood leads value growth while frozen processed poultry records a strong performance

WHAT'S NEXT?

Sales of processed meat, seafood and alternatives to meat are expected to rise in value despite volume decline

Growth opportunities exist for health-focused processed meat, seafood and alternatives to meat

Economic pressures are set to influence consumer behaviour across the forecast period

COMPETITIVE LANDSCAPE

Halwani Bros Co Ltd maintains its leadership amid challenges through innovation and local sourcing

Rich Food Industries leads growth through innovation and capacity expansion

CHANNELS

Small local grocers retain the leading position as consumers appreciate convenient access

Retail e-commerce gains ground through the convenience of home delivery

CATEGORY DATA

Table 48 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 49 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

Table 50 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025

Table 51 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2020-2025

Table 52 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 53 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 54 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 55 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2020-2025

Table 56 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2020-2025

Table 57 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2025

Table 58 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2022-2025

Table 59 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2020-2025

Table 60 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2025-2030

Table 61 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2025-2030

COUNTRY REPORTS DISCLAIMER

[Rice, Pasta and Noodles in Egypt](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Economic pressures support sales of rice, pasta and noodles during 2025

INDUSTRY PERFORMANCE

Rising value sales are driven by economic challenges in Egypt during 2025

Noodles and pasta boost growth as affordability and convenience drive consumer demand

WHAT'S NEXT?

Affordability, population growth, and government supply measures are set to support demand

Health-conscious trends are expected to drive growing demand for fortified and alternative pasta and rice

Bulk buying, promotional strategies, and flexible payment options will be key to forecast growth

COMPETITIVE LANDSCAPE

A wide product selection and innovative marketing allows Al Doha Co for Processing & Distribution to retain its lead
Sam Yang Foods Co Ltd drives strong growth through expansion and premiumisation

CHANNELS

Strong accessibility and a personalised service allow small local grocers to retain its lead
Retail e-commerce records growth as consumers appreciate convenience and fast deliveries

CATEGORY DATA

Table 62 - Sales of Rice, Pasta and Noodles by Category: Volume 2020-2025
Table 63 - Sales of Rice, Pasta and Noodles by Category: Value 2020-2025
Table 64 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2020-2025
Table 65 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2020-2025
Table 66 - Sales of Instant Noodles by Leading Flavours: Rankings 2020-2025
Table 67 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2021-2025
Table 68 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2022-2025
Table 69 - NBO Company Shares of Rice: % Value 2021-2025
Table 70 - LBN Brand Shares of Rice: % Value 2022-2025
Table 71 - NBO Company Shares of Pasta: % Value 2021-2025
Table 72 - LBN Brand Shares of Pasta: % Value 2022-2025
Table 73 - NBO Company Shares of Noodles: % Value 2021-2025
Table 74 - LBN Brand Shares of Noodles: % Value 2022-2025
Table 75 - Distribution of Rice, Pasta and Noodles by Format: % Value 2020-2025
Table 76 - Distribution of Rice by Format: % Value 2020-2025
Table 77 - Distribution of Pasta by Format: % Value 2020-2025
Table 78 - Distribution of Noodles by Format: % Value 2020-2025
Table 79 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2025-2030
Table 80 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2025-2030
Table 81 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2025-2030
Table 82 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

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/staple-foods-in-egypt/report.