



Euromonitor
International

Plant-Based Dairy in Egypt

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Strong growth for plant-based dairy is led by the performance of soy drinks in 2025

Juhayna food industries leads plant-based dairy, although share is lost to Al Safi Danone Ltd

Hypermarkets lead sales while retail e-commerce continues to expand

PROSPECTS AND OPPORTUNITIES

Social media coverage and price stability are expected to support growth

There is set to be an ongoing expansion of health-oriented plant-based dairy

The rise of local innovation is set to drive sales across plant-based dairy

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DISCLAIMER

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