

Egypt Baby Food Industry Outlook to 2017 - Infant Formula Continues to Maintain the Dominance

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Abstracts

The report titled 'Egypt Baby Food Industry Outlook to 2017 – Infant Formula Continues to Maintain the Dominance' provides a comprehensive analysis of the various aspects such as market size, segmentation, trends and developments and future projections of the baby food market in the country. The report also provides detailed explanation of the various macro and industry factors which are driving the growth of baby food industry in Egypt.

The baby food industry in Egypt has been evolving at a gradual pace over the years. The political unrest in the country has severely affected all the major industrial sectors and baby food is amongst them. Despite of such changes, the baby food industry in Egypt holds a great potential. The overall market for baby food in Egypt has grown at a CAGR of 5.4% during the years of 2007-2012 and recorded revenues worth USD ~ million in the year 2012. The market of baby food in Egypt has been driven primarily by the sales of infant formula. Apart from the milk formula, the revenues of the overall baby food market were contributed majorly by dried baby food with ~% share, prepared baby food with ~% in 2012. The share of the dried baby food segment has risen from ~% in 2007 to ~% and ~% in 2009 and 2011, respectively. The market is yet to witness massive adoption of prepared and other baby food segments. The market for prepared baby food in Egypt has noticed a burgeoning growth over the years. In the span of last two years (2010-2012), the number of mothers switching to the jarred baby food has increased at a healthy rate. The average annual expenditure on prepared baby food was recorded as USD ~ in 2012 as compared to USD ~ in 2007. The cumulative revenues of the companies' manufacturing prepared baby food was noted to be USD ~ million in 2012, having grown at a CAGR of 13.5% during 2007-2012.

Presently, the category of other baby food is in its nascent stage with the western

influence being one of the leading factors for gradually advancing demand of other baby food in Egypt. Baby teething biscuits and teething rusks are the two most popular categories of other baby food products.

The infant formula is expected to continue to its dominance in the overall baby food market with increasing contribution in forthcoming years. The proceeds from the standard milk formula will continue to lead the sales of milk formula, increasing at a CAGR of 6.2% for 2012-2017 is expected to reach USD ~ million in 2017. The market for dried baby food is anticipated to grow at a CAGR of 7.4% during 2012-2017. The market for pureed food will expand along with hectic work schedules of the parents, as well as the western influences will also affect the buying decision for prepared baby food. The growing demand for pureed baby food is anticipated to create an income of USD ~ Million in 2015 and USD ~ Million in 2017.

The future prospects of baby food market are predicted to be increasingly profitable in Egypt, supported by with a large population base, emerging middle class population and evolving role of women. The baby food market in Egypt is expected to generate revenues of USD ~ million in 2015 and USD ~ million in 2017, growing at a CAGR of 6.7% during 2012-2017.

KEY TOPICS COVERED IN THE REPORT

Egypt baby food market size.

The market segmentation of the Egypt baby food market on the basis of product category comprising of Milk Formula, Dried Baby Food, Prepared Baby and Other Baby Food.

Market share of major brands in baby food market of Egypt.

The future outlook and projections of the baby food market of Egypt on the basis of revenue generated.

Future outlook and projections on the basis of product category comprising of Milk Formula, Dried Baby Food, Prepared Baby and Other Baby Food.

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