

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.

Contents

1. EGYPT BABY FOOD INDUSTRY INTRODUCTION AND MARKET SIZE, 2007-2012

2. EGYPT BABY FOOD MARKET SEGMENTATION

2.1. By Product Categories, 2007-2017

2.1.1. Egypt Milk Formula Market Introduction and Size, 2007-2012

2.1.2. Egypt Milk Formula Market Segmentation by Standard Milk Formula, Follow on Milk Formula and Growing Up Milk Formula, 2007-2012

2.1.3. Egypt Dried Baby Food Market Introduction and Size, 2007-2012

2.1.4. Egypt Prepared Baby Food Market Introduction and Size, 2007-2012

2.1.5. Egypt Other Baby Food Market Introduction and Size, 2007-2012

3. MARKET SHARE OF MAJOR BRANDS IN EGYPT BABY FOOD INDUSTRY

3.1. By Milk Formula, 2012

3.1.1. By Standard Milk Formula, 2012

3.1.2. By Follow-on Milk Formula, 2012

3.2. By Dried Baby Food, 2012

3.3. By Prepared Baby Food, 2012

4. COMPANY PROFILES

5. EGYPT BABY FOOD MARKET FUTURE OUTLOOK AND PROJECTIONS, 2013-2017

5.1. By Product Categories, 2013-2017

5.2. Cause and Effect Relationship Analysis of Egypt Baby Food Industry

6. MACRO ECONOMIC AND INDUSTRY FACTORS: HISTORICAL AND PROJECTIONS, 2007-2017

6.1. Gross Domestic Product of Egypt, 2007-2017

6.2. Working Women Population in Egypt, 2007-2017

6.3. Population Aged 0-4 years, 2007– 2017

6.4. Final Household Consumption Expenditure, 2007-2017

6.5. Number of Births, 2007-2017

7. APPENDIX

7.1. Market Definitions

7.2. Abbreviations

7.3. Research Methodology

 Data Collection Methods

 Approach

 Variables (Dependent and Independent)

 Multi Factor Based Sensitivity Model

 Final Conclusion

7.4. Disclaimer

List Of Figures

LIST OF FIGURES

Figure 1: Egypt Baby Food Industry Market Size on the Basis of Revenues in USD Million, 2007-2012

Figure 2: Egypt Milk Formula Market Size on the Basis of Revenues in USD Million, 2007-2012

Figure 3: Egypt Milk Formula Market Segmentation by Standard Milk Formula, Follow-on Milk Formula and Growing-up Milk Formula on the Basis of Contribution in Percentage (%), 2007-2012

Figure 4: Egypt Dried Baby Food Market Size on the Basis of Revenues in USD Million, 2007-2012

Figure 5: Egypt Prepared Baby Food Market Size on the Basis of Revenues in USD Million, 2007-2012

Figure 6: Egypt Other Baby Food Market Size on the Basis of Revenues in USD Million, 2007-2012

Figure 7: Market Share of Major Brands in Egypt Standard Milk Formula Market on the Basis of Volume Sales in Percentage (%), 2012

Figure 8: Market Share of Major Brands in Egypt Standard Milk Formula Market on the Basis of Volume Sales in Percentage, 2012

Figure 9: Market Share of Major Brands in Egypt Dried Baby Food Market on the Basis of Revenue in Percentage (%), 2012

Figure 10: Egypt Baby Food Market Future Projections on the Basis of Revenues in USD Million, 2013-2017

Figure 11: Egypt GDP in USD Million, 2007-2017

Figure 12: Working Women Population in Egypt in Million, 2007-2017

Figure 13: Egypt Population Aged 0-4 in Million, 2007-2017

Figure 14: Egypt Household Final Consumption Expenditure in USD Million, 2007-2017

Figure 15: Egypt Number of Births in Million, 2007-2017

Figure 16: Egypt Birth Rate per 1,000 people in Percentage (%), 2007-2012

List Of Tables

LIST OF TABLES

Table 1: Egypt Baby Food Industry Market Segmentation by Milk Formula, Dried Baby Food, Prepared Baby Food and Other Baby Food on the Basis of Revenue Contribution in Percentage (%), 2007-2012

Table 2: Major Brands in Egypt Standard Milk Formula Market with Prices in USD, 2012

Table 3: Major Brands in Egypt Follow-on Milk Formula Market with Prices in USD, 2012

Table 4: Major Brands in Egypt Growing-up Milk Formula Market with Prices in USD, 2012

Table 5: Major Brands in Egypt Dried Baby Food Market with Prices in USD, 2012

Table 6: Major Brands in Egypt Prepared Baby Food Market with Prices in USD, 2012

Table 7: Major Brands in Egypt Baby Juice Market with Prices in USD, 2012

Table 8: Major Brands in Egypt Baby Tea Market with Prices in USD, 2012

Table 9: Major Brands in Egypt Baby Biscuits Market with Prices in USD, 2012

Table 10: Market Share of Major Brands in Egypt Standard Milk Formula Market on the Basis of Volume Sales in Million Tins, 2012

Table 11: Market Share of Major Brands in Egypt Standard Milk Formula Market on the Basis of Volume Sales in Million Tins, 2013

Table 12: Market Share of Major Brands in Egypt Standard Milk Formula Market on the Basis of Volume Sales in Million Tins, 2012

Table 13: Market Share of Major Brands in Egypt Standard Milk Formula Market on the Basis of Volume Sales in Million Tins, 2013

Table 14: Competitive Landscape of Major Players (Nestle Middle East, RIRI Baby Food Co, Hero Middle East and Africa, Danone Baby Nutrition, Abbott Nutrition, Pino Baby Food, Almarai and Agro Food Industries) in Egypt Baby Food Industry

Table 15: Egypt Baby Food Market Future Projections by Segments on the Basis of Revenue Contribution in Percentage (%), 2013-2017

Table 16: Egypt Baby Food Market Future Projections by Segments on the Basis of Revenues in USD Million, 2013-2017

Table 17: Cause and Effect Relationship Analysis between Industry Factors and Expected Prospects in Egypt Baby Food Industry

Table 18: Correlation Matrix for Egypt Dried Baby Food Market

Table 19: Regression Coefficients Output

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