

# Egypt Food and Drink Report Q1 2016

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## Abstracts

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**BMI View:** Egypt's food and drink industry is poised for positive growth. A large consumer base, improving economic prospects, low base effects and improved political stability will drive Egypt's tourism industry, with concomitant effects on food and drink. Continued investment by multinational corporations into Egypt's food and drinks industry bolsters our view that the country presents robust growth opportunities. That said, high inflation will dampen growth over 2016.

### Headline Industry Forecasts

Total food consumption (local currency) growth in 2016: +11.6% (4.4% in USD terms); compound annual growth rate (CAGR) 2014-2019: +11.0% (6.5% in USD terms).

Per capita food consumption (local currency) growth in 2016: +9.9% (2.8% in USD terms); CAGR 2014-2019: +9.3% (4.9% in USD terms).

Alcoholic drinks value (local currency) sales growth 2016: +17.6% (10.0% in USD terms); CAGR 2014-2019: +15.1% (10.5% in USD terms).

Total soft drinks value (local currency) sales growth in 2016: +14.3% (6.9% in USD terms); CAGR 2014-2019: +11.9% (7.4% in USD terms).

Total mass grocery retail sales (local currency) growth in 2016: +12.9% (5.6% in USD terms); compound annual growth rate 2014-2019: +12.1% (7.5% in USD terms).

Escalating food prices due to foreign currency shortages are a downside risk to our food consumption growth forecast in 2016.

## Contents

BMI Industry View

SWOT

Food & Drink

Industry Forecast

Consumer Outlook

Food

Latest Updates

Structural Trends

Table: Food Consumption Indicators - Historical Data & Forecasts (Egypt 2012-2019)

Table: Dairy Volume Sales, Production & Trade - Historical Data & Forecasts (Egypt 2014-2019)

Table: Pasta Volume Sales, Production & Trade - Historical Data & Forecasts (Egypt 2014-2019)

Table: Fish Volume Sales, Production & Trade - Historical Data & Forecasts (Egypt 2012-2019)

Table: Meat Volume Sales, Production & Trade - Historical Data & Forecasts (Egypt 2012-2019)

Table: Frozen Fruit & Vegetables Volume Sales, Production & Trade - Historical Data & Forecasts (Egypt 2014-2019)

Table: Oils & Fats Volume Sales, Production & Trade - Historical Data & Forecasts (Egypt 2012-2019)

Table: Snack Foods Volume Sales, Production & Trade - Historical Data & Forecasts (Egypt 2012-2019)

Drink

Latest Updates

Structural Trends

Table: Alcoholic Drinks Value/Volume Sales, Production & Trade - Historical Data & Forecasts (Egypt 2014-2019)

Table: Soft Drinks Sales, Production & Trade (Egypt 2014-2019)

Table: Hot Drink Value/Volume Sales, Production & Trade - Historical Data & Forecasts (Egypt 2014-2019)

Mass Grocery Retail

Latest Updates

Structural Trends

Table: Mass Grocery Retail Sales - Historical Data & Forecasts (Egypt 2012-2019)

Macroeconomic Forecasts

Impediments To Growth Remain

Gas Exports To Support Long-Term Growth

Industry Risk Reward Ratings

Middle East And North Africa - Risk/Reward Index

Table: Middle East & North Africa Food & Drink Risk/Reward Index Q116

Egypt Risk/Reward Index

Market Overview

Food

Escalating Food Prices

Food Processing

Confectionery

Trade

Agriculture

Dairy

Sugar Processing

Halal Food

Drink

Alcoholic Drinks

Soft Drinks

Hot Drinks

Mass Grocery Retail

Leading Retailers

Competitive Landscape

Table: Key Players In Egypt's Food Sector

Table: Key Players In Egypt's Drink Sector

Table: Key Players In Egypt's Mass Grocery Retail Industry

Company Profile

Cairo Poultry Company

Juhayna Food Industries

Faragalla

Cadbury Egypt (Mondelez)

Al-Ahram Beverages Co (Heineken)

Egypt Bottling Company (PepsiCo)

Coca-Cola Bottling Company Of Egypt

Metro (Mansour Group)

Majid Al Futtaim (Carrefour)

Spinneys Group

Global Industry Overview

Table: Selected Markets - Selected Industry and Macroeconomic Indicators - Historical and Forecast

Table: Australia, Uk And Usa Estimated Herfindahl-Hirschman Index Scores - Food Retail Industry

Table: UAE Food Retail Sales By Format - Historical & Forecast

Table: Food and Drink Core Views - Q315 Roundup

Demographic Forecast

Demographic Outlook

Table: Population Headline Indicators (Egypt 1990-2025)

Table: Key Population Ratios (Egypt 1990-2025)

Table: Urban/Rural Population & Life Expectancy (Egypt 1990-2025)

Table: Population By Age Group (Egypt 1990-2025)

Table: Population By Age Group % (Egypt 1990-2025)

Glossary

Food & Drink

Mass Grocery Retail

Methodology

Industry Forecast Methodology

Sector-Specific Methodology

Sources

Risk/Reward Index Methodology

Table: Food & Drink Risk/Reward Index Indicators

Table: Weighting

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