

Egypt Food and Drink Report Q4 2015

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Abstracts

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BMI View: Egypt is re-establishing its position as the standout growth market for consumer companies in the Middle East and North Africa (MENA) region and we believe this is a good time for food and drink companies to actively pursue expansion in Egypt, be it organically or via acquisitions. The pace of real GDP growth will pick up markedly over the coming years, helped by greater political stability and low base effects. Our view on the improving outlook for the economy, combined with an improving political scene, is being reflected by increased interest from a number multinational food and drink companies. This illustrates the attractiveness of the sector, which holds an excellent long-term outlook for growth given the relatively low average levels of food spending per capita currently.

Headline Industry Forecasts

Total food consumption (local currency) growth year-on-year (y-o-y) in 2015: +13.0%; compound annual growth rate (CAGR) 2014-2019: +11.0%.

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