

Butter and Margarine in Egypt

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Abstracts

Butter and margarine recorded current retail value growth of 18% and retail volume growth of 2% in 2017. The limited growth in volume is a reflection of Egyptian consumers' purchasing habits, which were strongly affected by the price increases and high inflation rate that occurred in 2017.

Euromonitor International's Butter and Margarine in Egypt report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2021 illustrate how the market is set to change.

Product coverage: Butter, Cooking Fats, Margarine and Spreads.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Butter and Margarine market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Executive Summary

Egyptian Packaged Food Sales Continue To Grow in 2017

Significant Rise in Unit Prices

Strong Competition From Domestic Products

Smaller Groceries Continue To Dominate Distribution

Positive Measures Taken by Government To Improve Economy

Key Trends and Developments

Population Growth Increases Investment Opportunities in Packaged Food

Rise in Interest Rates Impacts Packaged Food Prices

Intensive Promotion of Packaged Food Boosts Sales

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