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Confectionery in Egypt

https://marketpublishers.com/r/C9730A4380FEN.html
Date: October 2010
Pages: 68
Price: US$ 2,100.00 (Single User License)
ID: C9730A4380FEN

Abstracts

Chocolate confectionery remained popular in Egypt over the review period due to the demographics of the Egyptian population. Consumers in Egypt mostly fall below the poverty line and therefore many of them remain uneducated. This large number of uneducated people contributes to the high sales figures of junk food items, as people are unaware of the harmful effects these food items have on their health. Many of these items are generally sold at cheap prices when produced locally and are...

Euromonitor International's Chocolate Confectionery 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 2005-2009, 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 2014 illustrate how the market is set to change.

Product coverage: Alfajores, Bagged Selflines/Softlines, Boiled Sweets, Boxed Assortments, Bubble Gum, Chewing Gum, Chocolate with Toys, Countlines, Liquorice, Lollipops, Medicated Confectionery, Mints, Other Chocolate Confectionery, Other Sugar Confectionery, Pastilles, Gums, Jellies and Chews, Seasonal Chocolate, Tablets, Toffees, Caramels and Nougat.

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

Why buy this report?

Get a detailed picture of the Chocolate Confectionery market;

Pinpoint growth sectors and identify factors driving change;

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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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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