

Egyptian Co for Food (Biscomisr) in Packaged Food (Egypt)

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Abstracts

Egyptian Co for Food (Biscomisr) is expected to further expand its product range within packaged food during the forecast period. The company will continue to focus on bakery and sugar confectionery but plans to continue to expand its range in these product areas in order to appeal to Egyptian consumers' changing preferences. The company will continue to benefit from strong advertising and from offering affordable prices and is thus expected to see a good performance during the forecast period.

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