

Fortified/Functional Packaged Food in Egypt

https://marketpublishers.com/r/F65394AF12FEN.html

Date: March 2022

Pages: 26

Price: US\$ 990.00 (Single User License)

ID: F65394AF12FEN

Abstracts

Fortified/functional packaged food witnessed positive retail volume sales growth in 2021, albeit slower than in 2020, when demand spiked due to the Coronavirus (COVID-19) pandemic. The national lockdown during 2020 forced consumers to spend long periods in the home. This meant that consumers were required to prepare and consume food at home more often, which led to some stockpiling. The COVID-19 crisis also stimulated consumer awareness of the importance of the food they eat and its impact on th...

Euromonitor International's Fortified/Functional Packaged Food in Egypt report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: FF Baby Food, FF Bread, FF Breakfast Cereals, FF Confectionery, FF Dairy, FF Pasta, FF Sweet Biscuits, Snack Bars and Fruit Snacks, FF Vegetable and Seed Oil.

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

Why buy this report?

Get a detailed picture of the Fortified/Functional Packaged Food 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.



Contents

FORTIFIED/FUNCTIONAL PACKAGED FOOD IN EGYPT KEY DATA FINDINGS 2021 DEVELOPMENTS

FF packaged food benefits as consumers focus on immune support during the pandemic

Inflation and higher packaging costs exert upward pressure on unit prices Strong marketing pushes health credentials of the leading Pr?sident brand PROSPECTS AND OPPORTUNITIES

Growing health prevention trend to boost the demand for fortified/functional packaged food

Focus on social media to reach a young, modern audience and promotions to push demand

Health awareness initiatives offer opportunities to improve the image and grow the use of fortified/functional ingredients

CATEGORY DATA

Table 1 Sales of Fortified/Functional Packaged Food by Category: Value 2016-2021 Table 2 Sales of Fortified/Functional Packaged Food by Category: % Value Growth 2016-2021

Table 3 Key Functional Ingredients in Fortified/Functional Breakfast Cereals: % Value 2016-2021

Table 4 Key Functional Ingredients in Fortified/Functional Sugar Confectionery: % Value 2016-2021

Table 5 Key Functional Ingredients in Fortified/Functional Milk: % Value 2016-2021

Table 6 Sales of Fortified/Functional Yoghurt by Standard Fat vs Reduced Fat: % Value 2016-2021

Table 7 NBO Company Shares of Fortified/Functional Packaged Food: % Value 2017-2021

Table 8 LBN Brand Shares of Fortified/Functional Packaged Food: % Value 2018-2021 Table 9 Distribution of Fortified/Functional Packaged Food by Format: % Value 2016-2021

Table 10 Forecast Sales of Fortified/Functional Packaged Food by Category: Value 2021-2026

Table 11 Forecast Sales of Fortified/Functional Packaged Food by Category: % Value Growth 2021-2026

HEALTH AND WELLNESS IN EGYPT

EXECUTIVE SUMMARY

Health and wellness in 2021: The big picture



2021 key trends

Competitive landscape

Retailing developments

What next for health and wellness?

MARKET DATA

Table 12 Sales of Health and Wellness by Type: Value 2016-2021

Table 13 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 14 Sales of Health and Wellness by Category: Value 2016-2021

Table 15 Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 16 Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 17 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 18 NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 19 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 20 Distribution of Health and Wellness by Format: % Value 2016-2021

Table 21 Distribution of Health and Wellness by Format and Category: % Value 2021

Table 22 Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 23 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 24 Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 25 Forecast Sales of Health and Wellness by Category: % Value Growth 2021-2026

Table 26 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 27 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth

2021-2026

DISCLAIMER

SOURCES

Summary 1 Research Sources



I would like to order

Product name: Fortified/Functional Packaged Food in Egypt

Product link: https://marketpublishers.com/r/F65394AF12FEN.html

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

Payment

First name: Last name:

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/F65394AF12FEN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

Email:	
Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer signature

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970