

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.

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