

Health and Wellness in Egypt

<https://marketpublishers.com/r/H30C854B97CEN.html>

Date: March 2022

Pages: 90

Price: US\$ 2,100.00 (Single User License)

ID: H30C854B97CEN

Abstracts

Overall, awareness of health and wellness among Egyptian consumers increased in the wake of the Coronavirus (COVID-19) crisis. The government made efforts to increase awareness of the importance and potential health benefits of consuming more natural and healthier food and drinks, not least with regard to boosting immunity and offering resistance to COVID-19 variants. Similarly, players increased their use of messages to push the health benefits of their products. These initiatives helped more a...

Euromonitor International's Health and Wellness 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: Focus Categories by Key Functional Ingredients, Health and Wellness by Category, Health and Wellness by Type, Health Wellness by Prime Positioning.

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

Why buy this report?

Get a detailed picture of the Health and Wellness 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

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

Table 2 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 3 Sales of Health and Wellness by Category: Value 2016-2021

Table 4 Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 5 Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 6 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 7 NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 8 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 9 Distribution of Health and Wellness by Format: % Value 2016-2021

Table 10 Distribution of Health and Wellness by Format and Category: % Value 2021

Table 11 Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 12 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 13 Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 14 Forecast Sales of Health and Wellness by Category: % Value Growth
2021-2026

Table 15 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 16 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth
2021-2026

DISCLAIMER

SOURCES

Summary 1 Research Sources

BETTER FOR YOU BEVERAGES IN EGYPT

KEY DATA FINDINGS

2021 DEVELOPMENTS

Link between low or no added sugar and quality boosts the demand for reduced sugar beverages

Reduced caffeine remains a limited option as low demand compounds weak access to these products

Product awareness and wide distribution support the development of reduced sugar soft

drinks

PROSPECTS AND OPPORTUNITIES

Higher health awareness to underpin sales growth for BFY beverages

New product development to widen choice and improve affordability

Retail developments set to increase the penetration of BFY beverages

CATEGORY DATA

Table 17 Sales of BFY Beverages by Category: Value 2016-2021

Table 18 Sales of BFY Beverages by Category: % Value Growth 2016-2021

Table 19 NBO Company Shares of BFY Beverages: % Value 2017-2021

Table 20 LBN Brand Shares of BFY Beverages: % Value 2018-2021

Table 21 Distribution of BFY Beverages by Format: % Value 2016-2021

Table 22 Forecast Sales of BFY Beverages by Category: Value 2021-2026

Table 23 Forecast Sales of BFY Beverages by Category: % Value Growth 2021-2026

FORTIFIED/FUNCTIONAL BEVERAGES IN EGYPT

KEY DATA FINDINGS

2021 DEVELOPMENTS

Affordability remains an obstacle to the development of fortified/functional beverages

Interest in FF fruit/herbal tea shows signs of heating up

Clear functionality attracts young consumers to regular energy drinks

PROSPECTS AND OPPORTUNITIES

High prices, limited distribution and niche demand set to hamper performances of FF energy drinks and FF sports drinks

FF bottled water to benefit from clear health and wellness messaging

Changing economic dynamics likely to exert upward pressure on unit prices and limit demand

CATEGORY DATA

Table 24 Sales of Fortified/Functional Beverages by Category: Value 2016-2021

Table 25 Sales of Fortified/Functional Beverages by Category: % Value Growth 2016-2021

Table 26 NBO Company Shares of Fortified/Functional Beverages: % Value 2017-2021

Table 27 LBN Brand Shares of Fortified/Functional Beverages: % Value 2018-2021

Table 28 Distribution of Fortified/Functional Beverages by Format: % Value 2016-2021

Table 29 Forecast Sales of Fortified/Functional Beverages by Category: Value 2021-2026

Table 30 Forecast Sales of Fortified/Functional Beverages by Category: % Value Growth 2021-2026

NATURALLY HEALTHY BEVERAGES IN EGYPT

KEY DATA FINDINGS

2021 DEVELOPMENTS

Health and wellness trend continues to grow the demand for naturally healthy beverages

Lingering virus threat maintains healthy demand for NH tea, although NH soft drinks dominates

Smaller brands make inroads in a tough economic climate, while on-trade sales rebound with the opening of new caf?s and menu developments

PROSPECTS AND OPPORTUNITIES

NH beverages is set to prosper as consumers look for medium to long-term health benefits

Stronger marketing predicted to boost awareness and availability of naturally healthy beverages

Naturally healthy fruit/vegetable juice players to tap into shift away from carbonated beverages

CATEGORY DATA

Table 31 Sales of NH Beverages by Category: Value 2016-2021

Table 32 Sales of NH Beverages by Category: % Value Growth 2016-2021

Table 33 NBO Company Shares of NH Beverages: % Value 2017-2021

Table 34 LBN Brand Shares of NH Beverages: % Value 2018-2021

Table 35 Distribution of NH Beverages by Format: % Value 2016-2021

Table 36 Forecast Sales of NH Beverages by Category: Value 2021-2026

Table 37 Forecast Sales of NH Beverages by Category: % Value Growth 2021-2026

ORGANIC BEVERAGES IN EGYPT

KEY DATA FINDINGS

2021 DEVELOPMENTS

Organic beverages continue to pique the interest of health-conscious consumers, but remain too expensive for many

Digitalisation helps to raise the profile of and grow interest in organic beverages

Isis dominates a weak competitive landscape with a wide product offer and broad distribution

PROSPECTS AND OPPORTUNITIES

Speciality stores and independent outlets to fuel awareness and sales growth for organic beverages

Organic beverages set to benefit from further investments in e-commerce

Organic beverages to remain a niche due to the wide perception of these products as too expensive

CATEGORY DATA

Table 38 Sales of Organic Beverages by Category: Value 2016-2021

Table 39 Sales of Organic Beverages by Category: % Value Growth 2016-2021

Table 40 NBO Company Shares of Organic Beverages: % Value 2017-2021

Table 41 LBN Brand Shares of Organic Beverages: % Value 2018-2021

Table 42 Distribution of Organic Beverages by Format: % Value 2016-2021

Table 43 Forecast Sales of Organic Beverages by Category: Value 2021-2026

Table 44 Forecast Sales of Organic Beverages by Category: % Value Growth 2021-2026

BETTER FOR YOU PACKAGED FOOD IN EGYPT

KEY DATA FINDINGS

2021 DEVELOPMENTS

Lingering threat of Coronavirus (COVID-19) sustains interest in better for you packaged food

BFY reduced sugar packaged food benefits from the consumer search for “guilt-free” desserts and low sugar diets

Return to on-the-go consumption and wide distribution help Trident recoup lost retail value share in 2021

PROSPECTS AND OPPORTUNITIES

Positive but steady growth as economic concerns militate against non-essential purchases

Shift to modern retailing set to continue as operators cater to niche, but growing demand for BFY imports

Demand expected to rise but remain concentrated on more affluent urban consumers

CATEGORY DATA

Table 45 Sales of BFY Packaged Food by Category: Value 2016-2021

Table 46 Sales of BFY Packaged Food by Category: % Value Growth 2016-2021

Table 47 NBO Company Shares of BFY Packaged Food: % Value 2017-2021

Table 48 LBN Brand Shares of BFY Packaged Food: % Value 2018-2021

Table 49 Distribution of BFY Packaged Food by Format: % Value 2016-2021

Table 50 Forecast Sales of BFY Packaged Food by Category: Value 2021-2026

Table 51 Forecast Sales of BFY Packaged Food by Category: % Value Growth 2021-2026

FREE FROM IN EGYPT

KEY DATA FINDINGS

2021 DEVELOPMENTS

Still low awareness of food intolerances continues to limit growth potential

Health campaigns aim to raise awareness of allergies and food intolerances

Manufacturers try to limit price increments to widen accessibility for free from milk formulae

PROSPECTS AND OPPORTUNITIES

New product development and communication help Juhayna Food Industries to extend its lead

Manufacturers adapt to stay-at-home consumers with a focus on retail products and TV advertising

Robust consumer base for free from products for babies to drive growth

CATEGORY DATA

Table 52 Sales of Free From by Category: Value 2016-2021

Table 53 Sales of Free From by Category: % Value Growth 2016-2021

Table 54 NBO Company Shares of Free From: % Value 2017-2021

Table 55 LBN Brand Shares of Free From: % Value 2018-2021

Table 56 Distribution of Free From by Format: % Value 2016-2021

Table 57 Forecast Sales of Free From by Category: Value 2021-2026

Table 58 Forecast Sales of Free From by Category: % Value Growth 2021-2026

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 President 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 59 Sales of Fortified/Functional Packaged Food by Category: Value 2016-2021

Table 60 Sales of Fortified/Functional Packaged Food by Category: % Value Growth 2016-2021

Table 61 Key Functional Ingredients in Fortified/Functional Breakfast Cereals: % Value 2016-2021

Table 62 Key Functional Ingredients in Fortified/Functional Sugar Confectionery: % Value 2016-2021

Table 63 Key Functional Ingredients in Fortified/Functional Milk: % Value 2016-2021

Table 64 Sales of Fortified/Functional Yoghurt by Standard Fat vs Reduced Fat: % Value 2016-2021

Table 65 NBO Company Shares of Fortified/Functional Packaged Food: % Value 2017-2021

Table 66 LBN Brand Shares of Fortified/Functional Packaged Food: % Value

2018-2021

Table 67 Distribution of Fortified/Functional Packaged Food by Format: % Value

2016-2021

Table 68 Forecast Sales of Fortified/Functional Packaged Food by Category: Value

2021-2026

Table 69 Forecast Sales of Fortified/Functional Packaged Food by Category: % Value
Growth 2021-2026

NATURALLY HEALTHY PACKAGED FOOD IN EGYPT

KEY DATA FINDINGS

2021 DEVELOPMENTS

Consumers remain price-sensitive due to the economic effects of Coronavirus
(COVID-19)

The demand for healthier snack options rebounds as consumers return to on-the-go
lifestyles

Intenan for Trade & Export invests heavily to remain ahead of the field

PROSPECTS AND OPPORTUNITIES

Wider ranges and greater affordability to win over an increasingly health-conscious
population

Reopening of gyms and on-the-go consumption offer growth opportunities for NH cereal
bars and NH fruit and nut bars

High prices remain an obstacle to shifts from standard to naturally healthy products

CATEGORY DATA

Table 70 Sales of NH Packaged Food by Category: Value 2016-2021

Table 71 Sales of NH Packaged Food by Category: % Value Growth 2016-2021

Table 72 NBO Company Shares of NH Packaged Food: % Value 2017-2021

Table 73 LBN Brand Shares of NH Packaged Food: % Value 2018-2021

Table 74 Distribution of NH Packaged Food by Format: % Value 2016-2021

Table 75 Forecast Sales of NH Packaged Food by Category: Value 2021-2026

Table 76 Forecast Sales of NH Packaged Food by Category: % Value Growth
2021-2026

ORGANIC PACKAGED FOOD IN EGYPT

KEY DATA FINDINGS

2021 DEVELOPMENTS

Improving business conditions increase availability of imports to drive retail volume
growth

Local players enter the fray, although the consumer preference remains for imports

Strong investments develop the offer and maintains interest in Isis organic products

PROSPECTS AND OPPORTUNITIES

Volume over value growth due to lower prices and population growth

Younger adults expected to remain the main consumers of organic packaged food
Health trends and government support provide room for the development of organic packaged food in Egypt

CATEGORY DATA

Table 77 Sales of Organic Packaged Food by Category: Value 2016-2021

Table 78 Sales of Organic Packaged Food by Category: % Value Growth 2016-2021

Table 79 NBO Company Shares of Organic Packaged Food: % Value 2017-2021

Table 80 LBN Brand Shares of Organic Packaged Food: % Value 2018-2021

Table 81 Distribution of Organic Packaged Food by Format: % Value 2016-2021

Table 82 Forecast Sales of Organic Packaged Food by Category: Value 2021-2026

Table 83 Forecast Sales of Organic Packaged Food by Category: % Value Growth 2021-2026

I would like to order

Product name: Health and Wellness in Egypt

Product link: <https://marketpublishers.com/r/H30C854B97CEN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H30C854B97CEN.html>

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

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer 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