

# Health and Wellness in Egypt

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## 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.

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### BETTER FOR YOU BEVERAGES IN EGYPT

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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

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#### PROSPECTS AND OPPORTUNITIES

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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

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

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

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