

# Naturally Healthy Packaged Food in Egypt

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## Abstracts

Naturally healthy packaged food witnessed positive retail volume and current value growth in 2021, albeit slightly slower than in 2020. The slowdown in growth was underpinned by a more stable Coronavirus (COVID-19) situation, with the number of cases stabilising, and consumers returning to the workplace, school and social norms. Unlike in 2020, was no panic buying and consumers better allocates or diversified their spending as they started to resume pre-pandemic lifestyles.

Euromonitor International's Naturally Healthy 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:** NH Cereal Bars, NH Dairy, NH Fruit and Nut Bars, NH Fruit Snacks, NH High Fibre Food, NH Honey, NH Nuts, Seeds and Trail Mixes, NH Olive Oil, NH Rice.

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

## Why buy this report?

Get a detailed picture of the Naturally Healthy 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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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

Imtengan 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

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