

# Ready Meals in Egypt

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## Abstracts

COVID-19 will have a positive overall impact on ready meals in 2020. The closure of foodservice outlets for large portions of the year was to the benefit of ready meals, which served as a convenient alternative to eating out. Home seclusion did boost the amount of cooking happening, however, ready meals often served as a welcome respite from the hectic cooking process. Despite dire economic circumstances in Egypt, frozen ready meals in particular are valued for their convenience as tired consume...

Euromonitor International's Ready Meals in Egypt report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2015-2019, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2024 illustrate how the market is set to change.

**Product coverage:** Chilled Lunch Kits, Chilled Pizza, Chilled Ready Meals, Dinner Mixes, Dried Ready Meals, Frozen Pizza, Frozen Ready Meals, Prepared Salads, Shelf Stable Ready Meals.

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

## Why buy this report?

Get a detailed picture of the Ready Meals 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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### KEY DATA FINDINGS

#### 2020 IMPACT

Despite falling disposable incomes, ready meals receive a welcome boost from COVID-19 as tired consumers look for convenience

Sunbulah Group and King M For Food Products are the only branded players of note targeting a narrow consumer base

Frozen ready meals and frozen pizzas remain the only categories present

#### RECOVERY AND OPPORTUNITIES

Slumping demand a sign of falling spending on non-essential products

Rising production and operating costs to place pressure on manufacturers

Ready meals remains an immature category with plenty of room for further growth over the forecast period

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