



Euromonitor
International

Baked Goods in Egypt

November 2025

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2025 DEVELOPMENTS

Value growth for baked goods in Egypt is driven by rising prices and ongoing innovation

INDUSTRY PERFORMANCE

Rising input costs and inflation propel price growth for baked goods in Egypt

Unpackaged flatbread drives growth amid subsidy stability in 2025

WHAT'S NEXT?

Population growth, urbanisation and industry expansion are set to drive growth in baked goods

There is set to be rising demand for functional and nutrient-rich baked goods

Innovation is set to focus on specialised diets and free-from baked goods

COMPETITIVE LANDSCAPE

Edita Food Industries maintains its leadership through strategic pricing and portfolio expansion

Arabian Food Industry Co (Domty) records a strong performance amid bold expansion into bakery

CHANNELS

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Staple Foods in Egypt - Industry Overview

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Rising prices and strategic shopping behaviours drive value growth in staple foods in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Rising price points drive double-digit value growth in staple food in 2025

Economic pressures influence consumer behaviour in Egypt during 2025

Price sensitivity and strategic shopping redefine consumer behaviour in 2025

WHAT'S NEXT?

Rising demand will be driven by positive demographics and urbanisation

Affordable, budget-friendly options are set to drive growth in staple foods

An increasingly competitive landscape is expected to support growth in staple foods

COMPETITIVE LANDSCAPE

Al Doha Co for Processing & Distribution extends its leadership in staple foods during 2025

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