



Euromonitor
International

Breakfast Cereals in Egypt

November 2025

Table of Contents

Breakfast Cereals in Egypt - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising prices reshape demand for breakfast cereals in Egypt during 2025

INDUSTRY PERFORMANCE

Value sales of breakfast cereals increase due to rising input costs and economic pressures

Hot cereals drive value growth due to health trends, affordability, and social media influence

WHAT'S NEXT?

Sales of breakfast cereals are expected to rise due to stability, local brand growth, and consumer demand

Health-focused breakfast cereals are set to gain traction through fortified ingredients and transparency

Economic challenges will drive consumer demand for smaller, affordable cereal packs

COMPETITIVE LANDSCAPE

Mass Food Co leads breakfast cereals through strong local brand presence and diverse strategies

Sante Sp zoo increases its share through hot cereal growth and broad product innovation

CHANNELS

Small local grocers maintains its lead in breakfast cereal distribution due to convenience and accessibility

Retail e-commerce drives breakfast cereal growth through convenience and variety

CATEGORY DATA

Table 1 - Sales of Breakfast Cereals by Category: Volume 2020-2025

Table 2 - Sales of Breakfast Cereals by Category: Value 2020-2025

Table 3 - Sales of Breakfast Cereals by Category: % Volume Growth 2020-2025

Table 4 - Sales of Breakfast Cereals by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Breakfast Cereals: % Value 2021-2025

Table 6 - LBN Brand Shares of Breakfast Cereals: % Value 2022-2025

Table 7 - Distribution of Breakfast Cereals by Format: % Value 2020-2025

Table 8 - Forecast Sales of Breakfast Cereals by Category: Volume 2025-2030

Table 9 - Forecast Sales of Breakfast Cereals by Category: Value 2025-2030

Table 10 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2025-2030

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Staple Foods in Egypt - Industry Overview

EXECUTIVE SUMMARY

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

Rich Food Industries leads growth through innovation and high-quality products

CHANNELS

Small local grocers lead distribution through personalised service

Retail e-commerce records the strongest growth while discounters gain traction through competitive pricing

MARKET DATA

Table 12 - Sales of Staple Foods by Category: Volume 2020-2025

Table 13 - Sales of Staple Foods by Category: Value 2020-2025

Table 14 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 15 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 17 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 18 - Penetration of Private Label by Category: % Value 2020-2025

Table 19 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 20 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 21 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 22 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 23 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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