



Euromonitor
International

Sauces, Dips and Condiments in Egypt

November 2025

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Sauces, Dips and Condiments in Egypt - Category analysis

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2025 DEVELOPMENTS

Economic challenges and rising costs and prices hinder demand

INDUSTRY PERFORMANCE

Value sales of sauces, dips and condiments rise sharply during inflationary pressures

Inflation drives strong demand for stock cubes and powders as home cooking rises

WHAT'S NEXT?

Economic stabilisation and innovation are set to support steady growth in sauces, dips and condiments

Health and wellness trends are set to shape innovations within sauces, dips and condiments

Local brands are set to strengthen their positions in sauces, dips and condiments

COMPETITIVE LANDSCAPE

Heinz Egypt strengthens its leadership through investment, localisation, and innovation

Local and regional players drive strong growth through innovation and health-focused expansion

CHANNELS

Food/drink/tobacco specialists lead distribution through product variety and accessibility

Consumer trust and convenience drive value growth in retail e-commerce

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Cooking Ingredients and Meals in Egypt - Industry Overview

EXECUTIVE SUMMARY

High inflation linked to rising costs while consumers trade down

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Price surges drive value growth in cooking ingredients and meals in 2025

Health priorities rise but economic pressures shape consumer choices

As prices rise, Egyptian consumers turn to homegrown alternatives

WHAT'S NEXT?

Stabilising prices and health-focused innovation are expected to drive growth

Demand for affordability will drive packaging innovation across the forecast period
Retail e-commerce will gain momentum as traditional grocery retailers face challenges

COMPETITIVE LANDSCAPE

Arma Food Industries strengthens its lead through a diverse product range and strategic promotions
Local brands gain ground through innovation and competitive pricing

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Small local grocers lead distribution however it faces growing pressure from modern channels
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