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International

# Drinking Milk Products in Egypt

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Drinking milk products records double-digit growth as milk remains a household staple  
Juhayna Food Industries leads drinking milk products amid evolving consumer demands and easing import restrictions  
Food/drink/tobacco specialists continue to lead sales as consumers appreciate both shelf-stable and loose products

PROSPECTS AND OPPORTUNITIES

Steady growth is anticipated, supported by stabilising price points  
Innovation is expected to drive growth as new products launch across the forecast period  
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DISCLAIMER

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