



Euromonitor
International

Yoghurt and Sour Milk Products in Egypt

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Yoghurt and Sour Milk Products in Egypt - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Value sales record a double-digit rise, supported by the health benefits of yoghurt

Best Cheese Co for Dairy Products SAE maintains its leadership, offering strong brand names

Retail e-commerce gains momentum as small local grocers retain the lead in yoghurt and sour milk distribution

PROSPECTS AND OPPORTUNITIES

Positive growth predicted as consumers appreciate health benefits

Yoghurt innovation is set to focus on flavour, texture and health attributes

Premium and functional yoghurt innovations are expected to cater to modern lifestyles

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DISCLAIMER

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