



**Euromonitor
International**

Edible Oils in Egypt

November 2025

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Edible Oils in Egypt - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Global price rises and currency fluctuations boost value but encourage trading down

INDUSTRY PERFORMANCE

The rising price of oil leads to significant value growth in edible oils during 2025

Affordability boosts growth of other edible oils as economic pressures impact buying habits

WHAT'S NEXT?

Edible oils are expected to see stable value growth, supported by local production efforts

Fortification and innovation are set to drive demand in edible oils across the forecast period

Market polarisation is set to deepen as affordability and health priorities remain important

COMPETITIVE LANDSCAPE

Arma Food Industries strengthens its lead in edible oils through product range, promotions and distribution reach

Grupo Borges SA rebounds in 2025 with renewed momentum

CHANNELS

Small local grocers retain its lead, however, modern grocery retailers continue to challenge sales

Discounters record share gain and strong growth as consumers seek economic solutions

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Cooking Ingredients and Meals in Egypt - Industry Overview

EXECUTIVE SUMMARY

High inflation linked to rising costs while consumers trade down

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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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