



Euromonitor  
International

# Sweet Spreads in Egypt

November 2025

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## Sweet Spreads in Egypt - Category analysis

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#### 2025 DEVELOPMENTS

Budget pressures encourage consumers to trade down

#### INDUSTRY PERFORMANCE

Jams and preserves drive growth during price stability and strong consumer demand

Health focused sweet spreads gain momentum, aligned with consumer demands

#### WHAT'S NEXT?

Price stability and product innovation will result in steady growth across the forecast period

Health and wellness is set to drive innovation within sweet spreads

Children's sweet spreads will increasingly focus on health-conscious marketing

#### COMPETITIVE LANDSCAPE

Hero Middle East & Africa maintains its leadership with a diverse portfolio and strategic innovation

Al Wefak Al Saudi For Food Industry records a solid performance, driven by the expansion of its Mero brand

#### CHANNELS

Food/drink/tobacco specialists lead as the primary distribution channel for sweet spreads

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## Cooking Ingredients and Meals in Egypt - Industry Overview

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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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sweet-spreads-in-egypt/report](http://www.euromonitor.com/sweet-spreads-in-egypt/report).