



Euromonitor  
International

# Snacks in Ethiopia

July 2025

Table of Contents

### EXECUTIVE SUMMARY

Snacks in 2025: The big picture

Key trends in 2025

Competitive Landscape

Channel developments

What next for snacks?

### MARKET DATA

Table 1 - Sales of Snacks by Category: Volume 2020-2025

Table 2 - Sales of Snacks by Category: Value 2020-2025

Table 3 - Sales of Snacks by Category: % Volume Growth 2020-2025

Table 4 - Sales of Snacks by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Snacks: % Value 2021-2025

Table 6 - LBN Brand Shares of Snacks: % Value 2022-2025

Table 7 - Distribution of Snacks by Format: % Value 2020-2025

Table 8 - Forecast Sales of Snacks by Category: Volume 2025-2030

Table 9 - Forecast Sales of Snacks by Category: Value 2025-2030

Table 10 - Forecast Sales of Snacks by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Snacks by Category: % Value Growth 2025-2030

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

### CONFECTIONERY

Key Data Findings

2025 Developments

Local manufacturers strengthen their foothold amid import restrictions and rising costs

Illicit trade and boutique producers shape a fragmented competitive landscape

Fragmented distribution landscape shaped by informal retail and regional disparities

Prospects and Opportunities

Steady growth expected despite rising production costs and informal market challenges

Digital visibility rising, but little disruption expected in production or format innovation

Scope for regional expansion and premium segmentation despite informal market pressures

Category Data

Table 12 - Sales of Confectionery by Category: Volume 2020-2025

Table 13 - Sales of Confectionery by Category: Value 2020-2025

Table 14 - Sales of Confectionery by Category: % Volume Growth 2020-2025

Table 15 - Sales of Confectionery by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Confectionery: % Value 2021-2025

Table 17 - LBN Brand Shares of Confectionery: % Value 2022-2025

Table 18 - Forecast Sales of Confectionery by Category: Volume 2025-2030

Table 19 - Forecast Sales of Confectionery by Category: Value 2025-2030

Table 20 - Forecast Sales of Confectionery by Category: % Volume Growth 2025-2030

Table 21 - Forecast Sales of Confectionery by Category: % Value Growth 2025-2030

### SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS

Key Data Findings

2025 Developments

Local biscuit brands grow in prominence as import restrictions ease

Competitive landscape shaped by local leaders and innovative newcomers

Traditional retailers remain dominant, while digital channels gain niche traction

Prospects and Opportunities

Country-specific inflationary pressures and illicit imports expected to shape future performance

Social media-driven innovation spurs product development

Evolving consumer awareness and lifestyle trends to support health-oriented offerings

Category Data

Table 22 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2020-2025

Table 23 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2020-2025

Table 24 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2020-2025

Table 25 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2020-2025

Table 26 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2025

Table 27 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2022-2025

Table 28 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2025-2030

Table 29 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2025-2030

Table 30 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2025-2030

Table 31 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2025-2030

## ICE CREAM

Key Data Findings

2025 Developments

Local price pressures and declining affordability limit growth

Shola Ice Cream and Tutto Gelato lead a fragmented competitive landscape

Supermarkets and gelaterias dominate distribution, while online sales remain limited

Prospects and Opportunities

Take-home ice cream expected to expand, while on-trade faces pricing pressure

Limited scope for technological innovation amid small market size

Growing environmental and health awareness remain niche considerations

Category Data

Table 32 - Sales of Ice Cream by Category: Volume 2020-2025

Table 33 - Sales of Ice Cream by Category: Value 2020-2025

Table 34 - Sales of Ice Cream by Category: % Volume Growth 2020-2025

Table 35 - Sales of Ice Cream by Category: % Value Growth 2020-2025

Table 36 - NBO Company Shares of Ice Cream: % Value 2021-2025

Table 37 - LBN Brand Shares of Ice Cream: % Value 2022-2025

Table 38 - Forecast Sales of Ice Cream by Category: Volume 2025-2030

Table 39 - Forecast Sales of Ice Cream by Category: Value 2025-2030

Table 40 - Forecast Sales of Ice Cream by Category: % Volume Growth 2025-2030

Table 41 - Forecast Sales of Ice Cream by Category: % Value Growth 2025-2030

## SAVOURY SNACKS

Key Data Findings

2025 Developments

Consumption shifts shaped by inflation and on-trade expansion

PepsiCo's expansion and local incumbents shape a shifting competitive field

Traditional retailers retain dominance as modern retail expands slowly

Prospects and Opportunities

Local demand expected to rise despite inflationary pressures

Limited digital and technological transformation in the near term

No major legislative or sustainability shifts expected

Category Data

Table 42 - Sales of Savoury Snacks by Category: Volume 2020-2025

Table 43 - Sales of Savoury Snacks by Category: Value 2020-2025

Table 44 - Sales of Savoury Snacks by Category: % Volume Growth 2020-2025

Table 45 - Sales of Savoury Snacks by Category: % Value Growth 2020-2025

Table 46 - NBO Company Shares of Savoury Snacks: % Value 2021-2025

Table 47 - LBN Brand Shares of Savoury Snacks: % Value 2022-2025

Table 48 - Forecast Sales of Savoury Snacks by Category: Volume 2025-2030

Table 49 - Forecast Sales of Savoury Snacks by Category: Value 2025-2030

Table 50 - Forecast Sales of Savoury Snacks by Category: % Volume Growth 2025-2030

Table 51 - Forecast Sales of Savoury Snacks by Category: % Value Growth 2025-2030

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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