

# Dairy Products and Alternatives in Egypt

August 2025

Table of Contents

# Dairy Products and Alternatives in Egypt

#### **EXECUTIVE SUMMARY**

Dairy products and alternatives in 2025: The big picture

Key trends in 2025

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

#### MARKET DATA

- Table 1 Sales of Dairy Products and Alternatives by Category: Value 2020-2025
- Table 2 Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025
- Table 3 NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025
- Table 4 LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025
- Table 5 Penetration of Private Label by Category: % Value 2020-2025
- Table 6 Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025
- Table 7 Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030
- Table 8 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

#### DISCLAIMER

#### SOURCES

Summary 1 - Research Sources

# Baby Food in Egypt

# **KEY DATA FINDINGS**

# 2025 DEVELOPMENTS

Value sales of baby food records double-digit growth, despite volume pressure

Nestlé Egypt SAE retains its lead while Hero Middle East & Africa improves its position

Health and beauty specialists lead distribution while retail e-commerce gains ground

#### PROSPECTS AND OPPORTUNITIES

Positive demographic trends are expected to drive sales of baby food in Egypt

Smaller and local brands are expected to launch, with a strong focus on healthy products

Economic pressures are set to reshape baby food purchasing among lower-income families

# **CATEGORY DATA**

- Table 9 Sales of Baby Food by Category: Volume 2020-2025
- Table 10 Sales of Baby Food by Category: Value 2020-2025
- Table 11 Sales of Baby Food by Category: % Volume Growth 2020-2025
- Table 12 Sales of Baby Food by Category: % Value Growth 2020-2025
- Table 13 Sales of Growing-Up Milk Formula by Age: % Value 2020-2025
- Table 14 NBO Company Shares of Baby Food: % Value 2021-2025
- Table 15 LBN Brand Shares of Baby Food: % Value 2022-2025
- Table 16 Distribution of Baby Food by Format: % Value 2020-2025
- Table 17 Forecast Sales of Baby Food by Category: Volume 2025-2030
- Table 18 Forecast Sales of Baby Food by Category: Value 2025-2030
- Table 19 Forecast Sales of Baby Food by Category: % Volume Growth 2025-2030
- Table 20 Forecast Sales of Baby Food by Category: % Value Growth 2025-2030

# Butter and Spreads in Egypt

#### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Double-digit value growth for butter and spreads is driven by price hikes in 2025

Afia International Co – Egypt retains its lead, launching smaller, more affordable pack sizes

Distribution is led by small local grocers while discounters continue to expand

### PROSPECTS AND OPPORTUNITIES

Moderate growth forecast for butter and spreads amid stabilising prices and rising health awareness Plant-based ghee is set to maintain strong growth, driven by affordability and shifting perceptions Demand for smaller pack sizes grows as consumers seek affordability in butter and spreads

## **CATEGORY DATA**

- Table 21 Sales of Butter and Spreads by Category: Volume 2020-2025
- Table 22 Sales of Butter and Spreads by Category: Value 2020-2025
- Table 23 Sales of Butter and Spreads by Category: % Volume Growth 2020-2025
- Table 24 Sales of Butter and Spreads by Category: % Value Growth 2020-2025
- Table 25 NBO Company Shares of Butter and Spreads: % Value 2021-2025
- Table 26 LBN Brand Shares of Butter and Spreads: % Value 2022-2025
- Table 27 Distribution of Butter and Spreads by Format: % Value 2020-2025
- Table 28 Forecast Sales of Butter and Spreads by Category: Volume 2025-2030
- Table 29 Forecast Sales of Butter and Spreads by Category: Value 2025-2030
- Table 30 Forecast Sales of Butter and Spreads by Category: % Volume Growth 2025-2030
- Table 31 Forecast Sales of Butter and Spreads by Category: % Value Growth 2025-2030

# Cheese in Egypt

## **KEY DATA FINDINGS**

## 2025 DEVELOPMENTS

Soft cheese leads double-digit value growth for cheese in Egypt

Obour Land Co extends its lead, offering a wide range of cheese at various prices

Discounters gain momentum as small grocers retain the lead in cheese distribution

#### PROSPECTS AND OPPORTUNITIES

Cheese is predicated to record steady growth amid economic stability

Health-focused cheese varieties are expected to gain momentum over the forecast period

Rising prices and shifting demand is set to shape the forecast for hard cheese

## **CATEGORY DATA**

- Table 32 Sales of Cheese by Category: Volume 2020-2025
- Table 33 Sales of Cheese by Category: Value 2020-2025
- Table 34 Sales of Cheese by Category: % Volume Growth 2020-2025
- Table 35 Sales of Cheese by Category: % Value Growth 2020-2025
- Table 36 Sales of Spreadable Cheese by Type: % Value 2020-2025
- Table 37 Sales of Soft Cheese by Type: % Value 2020-2025
- Table 38 Sales of Hard Cheese by Type: % Value 2020-2025
- Table 39 NBO Company Shares of Cheese: % Value 2021-2025
- Table 40 LBN Brand Shares of Cheese: % Value 2022-2025
- Table 41 Distribution of Cheese by Format: % Value 2020-2025
- Table 42 Forecast Sales of Cheese by Category: Volume 2025-2030
- Table 43 Forecast Sales of Cheese by Category: Value 2025-2030
- Table 44 Forecast Sales of Cheese by Category: % Volume Growth 2025-2030
- Table 45 Forecast Sales of Cheese by Category: % Value Growth 2025-2030

#### **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

Economic reform is set to support growth in the Egyptian milk industry

## **CATEGORY DATA**

- Table 46 Sales of Drinking Milk Products by Category: Volume 2020-2025
- Table 47 Sales of Drinking Milk Products by Category: Value 2020-2025
- Table 48 Sales of Drinking Milk Products by Category: % Volume Growth 2020-2025
- Table 49 Sales of Drinking Milk Products by Category: % Value Growth 2020-2025
- Table 50 NBO Company Shares of Drinking Milk Products: % Value 2021-2025
- Table 51 LBN Brand Shares of Drinking Milk Products: % Value 2022-2025
- Table 52 Distribution of Drinking Milk Products by Format: % Value 2020-2025
- Table 53 Forecast Sales of Drinking Milk Products by Category: Volume 2025-2030
- Table 54 Forecast Sales of Drinking Milk Products by Category: Value 2025-2030
- Table 55 Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2025-2030
- Table 56 Forecast Sales of Drinking Milk Products by Category: % Value Growth 2025-2030

# Yoghurt and Sour Milk Products in Egypt

#### **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

# **CATEGORY DATA**

- Table 57 Sales of Yoghurt and Sour Milk Products by Category: Volume 2020-2025
- Table 58 Sales of Yoghurt and Sour Milk Products by Category: Value 2020-2025
- Table 59 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2020-2025
- Table 60 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2020-2025
- Table 61 Sales of Flavoured Yoghurt by Flavour: Rankings 2020-2025
- Table 62 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2021-2025
- Table 63 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2022-2025
- Table 64 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2020-2025
- Table 65 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2025-2030
- Table 66 Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2025-2030
- Table 67 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2025-2030
- Table 68 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2025-2030

## Other Dairy in Egypt

#### **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Price-driven growth and evolving consumer preferences shape other dairy in 2025

Danone Egypt retains its lead while Royal FrieslandCampina NV drives strong growth

Small local grocers maintain its lead while hypermarkets emerge as the most dynamic channel

#### PROSPECTS AND OPPORTUNITIES

Strong outlook for other dairy as fromage frais and quark continues to lead growth Consumer purchasing behaviour is set to remain price-sensitive for other dairy Rising innovation is expected to fuel competition and growth in other dairy

#### **CATEGORY DATA**

Table 69 - Sales of Other Dairy by Category: Volume 2020-2025

Table 70 - Sales of Other Dairy by Category: Value 2020-2025

Table 71 - Sales of Other Dairy by Category: % Volume Growth 2020-2025

Table 72 - Sales of Other Dairy by Category: % Value Growth 2020-2025

Table 73 - Sales of Cream by Type: % Value 2020-2025

Table 74 - NBO Company Shares of Other Dairy: % Value 2021-2025

Table 75 - LBN Brand Shares of Other Dairy: % Value 2022-2025

Table 76 - Distribution of Other Dairy by Format: % Value 2020-2025

Table 77 - Forecast Sales of Other Dairy by Category: Volume 2025-2030

Table 78 - Forecast Sales of Other Dairy by Category: Value 2025-2030

Table 79 - Forecast Sales of Other Dairy by Category: % Volume Growth 2025-2030

Table 80 - Forecast Sales of Other Dairy by Category: % Value Growth 2025-2030

# Plant-Based Dairy in Egypt

# KEY DATA FINDINGS

# 2025 DEVELOPMENTS

Strong growth for plant-based dairy is led by the performance of soy drinks in 2025

Juhayna food industries leads plant-based dairy, although share is lost to Al Safi Danone Ltd

Hypermarkets lead sales while retail e-commerce continues to expand

#### PROSPECTS AND OPPORTUNITIES

Social media coverage and price stability are expected to support growth There is set to be an ongoing expansion of health-oriented plant-based dairy The rise of local innovation is set to drive sales across plant-based dairy

#### **CATEGORY DATA**

Table 81 - Sales of Plant-Based Dairy by Category: Value 2020-2025

Table 82 - Sales of Plant-Based Dairy by Category: % Value Growth 2020-2025

Table 83 - Sales of Other Plant-Based Milk by Type: % Value 2022-2025

Table 84 - NBO Company Shares of Plant-Based Dairy: % Value 2021-2025

Table 85 - LBN Brand Shares of Plant-Based Dairy: % Value 2022-2025

Table 86 - Distribution of Plant-Based Dairy by Format: % Value 2020-2025

Table 87 - Forecast Sales of Plant-Based Dairy by Category: Value 2025-2030

Table 88 - Forecast Sales of Plant-Based Dairy 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/dairy-products-and-alternatives-in-egypt/report.