



Euromonitor
International

Cooking Ingredients and Meals in Egypt

November 2025

Table of Contents

Cooking Ingredients and Meals in Egypt

EXECUTIVE SUMMARY

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

CHANNELS

Small local grocers lead distribution however it faces growing pressure from modern channels

Discounters gain momentum as consumers prioritise affordability

MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2020-2025

Table 8 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Edible Oils in Egypt

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

CATEGORY DATA

Table 13 - Sales of Edible Oils by Category: Volume 2020-2025

Table 14 - Sales of Edible Oils by Category: Value 2020-2025

Table 15 - Sales of Edible Oils by Category: % Volume Growth 2020-2025

Table 16 - Sales of Edible Oils by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Edible Oils: % Value 2021-2025

Table 18 - LBN Brand Shares of Edible Oils: % Value 2022-2025

Table 19 - Distribution of Edible Oils by Format: % Value 2020-2025

Table 20 - Forecast Sales of Edible Oils by Category: Volume 2025-2030

Table 21 - Forecast Sales of Edible Oils by Category: Value 2025-2030

Table 22 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030

Table 23 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

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[Meals and Soups in Egypt](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Price inflation main driver of value growth, while volume stagnates

INDUSTRY PERFORMANCE

Double-digit value growth in meals and soups is driven by price inflation

Pizza records strong retail value growth, while frozen ready meals records a dynamic performance

WHAT'S NEXT?

Convenience and price stability are set to drive steady growth in meals and soups

Health-driven innovation is set to influence innovation within frozen ready meals

Local players are expected to increasingly influence frozen pizza in Egypt

COMPETITIVE LANDSCAPE

Nestlé SA strengthens its leadership in meals and soups through Maggi's trusted appeal

Edita Food Industries leads growth with Molto Forni, while Molly's Bakery performs well

CHANNELS

Hypermarkets lead distribution of meals and soups in Egypt, catering to affluent consumers

Retail e-commerce emerges as the most dynamic channel as consumer appreciate convenience

CATEGORY DATA

Table 24 - Sales of Meals and Soups by Category: Volume 2020-2025

Table 25 - Sales of Meals and Soups by Category: Value 2020-2025

Table 26 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 27 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 28 - Sales of Chilled Ready Meals by Ethnicity: % Value 2020-2025

Table 29 - Sales of Frozen Ready Meals by Ethnicity: % Value 2020-2025

Table 30 - Sales of Soup by Leading Flavours: Rankings 2020-2025

Table 31 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 32 - LBN Brand Shares of Meals and Soups: % Value 2022-2025

Table 33 - Distribution of Meals and Soups by Format: % Value 2020-2025

Table 34 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 35 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 36 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 37 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

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Sauces, Dips and Condiments in Egypt

KEY DATA FINDINGS

2025 DEVELOPMENTS

Economic challenges and rising costs and prices hinder demand

INDUSTRY PERFORMANCE

Value sales of sauces, dips and condiments rise sharply during inflationary pressures

Inflation drives strong demand for stock cubes and powders as home cooking rises

WHAT'S NEXT?

Economic stabilisation and innovation are set to support steady growth in sauces, dips and condiments

Health and wellness trends are set to shape innovations within sauces, dips and condiments

Local brands are set to strengthen their positions in sauces, dips and condiments

COMPETITIVE LANDSCAPE

Heinz Egypt strengthens its leadership through investment, localisation, and innovation

Local and regional players drive strong growth through innovation and health-focused expansion

CHANNELS

Food/drink/tobacco specialists lead distribution through product variety and accessibility

Consumer trust and convenience drive value growth in retail e-commerce

CATEGORY DATA

Table 38 - Sales of Sauces, Dips and Condiments by Category: Volume 2020-2025

Table 39 - Sales of Sauces, Dips and Condiments by Category: Value 2020-2025

Table 40 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2020-2025

Table 41 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2020-2025

Table 42 - Sales of Liquid Recipe Sauces by Type: % Value 2020-2025

Table 43 - Sales of Other Sauces and Condiments by Type: Rankings 2020-2025

Table 44 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2021-2025

Table 45 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2022-2025

Table 46 - Distribution of Sauces, Dips and Condiments by Format: % Value 2020-2025

Table 47 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2025-2030

Table 48 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2025-2030

Table 49 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2025-2030

Table 50 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Sweet Spreads in Egypt

KEY DATA FINDINGS

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

Retail e-commerce and discounters drive growth in sweet spreads during 2025

CATEGORY DATA

Table 51 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 52 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 53 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 54 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 55 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 56 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 57 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 58 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 59 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 60 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 61 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 62 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

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