



Euromonitor
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Staple Foods in Egypt

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Staple Foods in Egypt

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Economic pressures influence consumer behaviour in Egypt during 2025

Price sensitivity and strategic shopping redefine consumer behaviour in 2025

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Affordable, budget-friendly options are set to drive growth in staple foods

An increasingly competitive landscape is expected to support growth in staple foods

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Sales of breakfast cereals are expected to rise due to stability, local brand growth, and consumer demand

Health-focused breakfast cereals are set to gain traction through fortified ingredients and transparency

Economic challenges will drive consumer demand for smaller, affordable cereal packs

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Mass Food Co leads breakfast cereals through strong local brand presence and diverse strategies

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