



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in Egypt

November 2025

Processed Meat, Seafood and Alternatives To Meat in Egypt - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Economic pressures drive price-led growth and consumer behaviours in 2025

INDUSTRY PERFORMANCE

Value sales of processed meat, seafood and alternatives to meat rise amid economic pressures

Processed seafood leads value growth while frozen processed poultry records a strong performance

WHAT'S NEXT?

Sales of processed meat, seafood and alternatives to meat are expected to rise in value despite volume decline

Growth opportunities exist for health-focused processed meat, seafood and alternatives to meat

Economic pressures are set to influence consumer behaviour across the forecast period

COMPETITIVE LANDSCAPE

Halwani Bros Co Ltd maintains its leadership amid challenges through innovation and local sourcing

Rich Food Industries leads growth through innovation and capacity expansion

CHANNELS

Small local grocers retain the leading position as consumers appreciate convenient access

Retail e-commerce gains ground through the convenience of home delivery

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

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Table 4 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2020-2025

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Staple Foods in Egypt - Industry Overview

EXECUTIVE SUMMARY

Rising prices and strategic shopping behaviours drive value growth in staple foods in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Rising price points drive double-digit value growth in staple food in 2025

Economic pressures influence consumer behaviour in Egypt during 2025

Price sensitivity and strategic shopping redefine consumer behaviour in 2025

WHAT'S NEXT?

Rising demand will be driven by positive demographics and urbanisation
Affordable, budget-friendly options are set to drive growth in staple foods
An increasingly competitive landscape is expected to support growth in staple foods

COMPETITIVE LANDSCAPE

Al Doha Co for Processing & Distribution extends its leadership in staple foods during 2025
Rich Food Industries leads growth through innovation and high-quality products

CHANNELS

Small local grocers lead distribution through personalised service
Retail e-commerce records the strongest growth while discounters gain traction through competitive pricing

MARKET DATA

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-egypt/report.