



**Euromonitor
International**

Meals and Soups in Egypt

November 2025

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Meals and Soups in Egypt - Category analysis

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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

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Cooking Ingredients and Meals in Egypt - Industry Overview

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

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