



Euromonitor
International

Baby Food in Egypt

August 2025

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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

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DISCLAIMER

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