



Euromonitor
International

Sugar Confectionery in Egypt

July 2025

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Sugar Confectionery in Egypt - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Robust value sales supported by high unit prices, as volume also creeps back into a positive performance

El Rashidi El Mizan Confectionery leads thanks to its popular halva offerings

Food/drink/tobacco specialists remain the most popular for sugar confectionery

PROSPECTS AND OPPORTUNITIES

Positive sales set to continue, supported by stable baseline demand and stabilisation in prices

On ongoing influx of new flavours and formats expected

Budget-friendly options will remain popular over the forecast period

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SOURCES

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sugar-confectionery-in-egypt/report.