



Euromonitor
International

Processed Fruit and Vegetables in Egypt

November 2025

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Processed Fruit and Vegetables in Egypt - Category analysis

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2025 DEVELOPMENTS

Inflation and convenience drive growth in processed fruit and vegetables in 2025

INDUSTRY PERFORMANCE

Value sales of processed fruit and vegetables rise due to inflation and supply chain pressures

Frozen processed fruit and vegetables see strong growth due to affordability and convenience

WHAT'S NEXT?

Stable economic conditions and rising health awareness are set to drive growth

Health trends and shifting lifestyles will shape demand for processed fruit and vegetables

Government support and private label expansion will drive growth in processed fruit and vegetables

COMPETITIVE LANDSCAPE

Americana Egypt strengthens its lead through strategic pricing and robust distribution

Faragalla Group's value-driven strategy and strong distribution fuel growth in 2025

CHANNELS

Local proximity and everyday convenience allows small local grocers to lead distribution

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Staple Foods in Egypt - Industry Overview

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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

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