



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Egypt

July 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sweet biscuits lead robust growth across the category
Ocean Foods maintains lead thanks to ongoing popularity of its Lambada wafers
Small local grocers remain popular for sweet biscuits, snack bars, and fruit snacks

PROSPECTS AND OPPORTUNITIES

Ongoing sales expected thanks to sweet biscuits offering affordable treats for a wide range of consumers
Protein bars set to gain in popularity over the forecast period
Fruit snacks suffer from high prices

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Snacks in Egypt - Industry Overview

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-egypt/report.