



Butter and Spreads in Egypt

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Double-digit value growth for butter and spreads is driven by price hikes in 2025
Afia International Co – Egypt retains its lead, launching smaller, more affordable pack sizes
Distribution is led by small local grocers while discounters continue to expand

PROSPECTS AND OPPORTUNITIES

Moderate growth forecast for butter and spreads amid stabilising prices and rising health awareness
Plant-based ghee is set to maintain strong growth, driven by affordability and shifting perceptions
Demand for smaller pack sizes grows as consumers seek affordability in butter and spreads

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DISCLAIMER

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