



# Chocolate Confectionery in Egypt

June 2024

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## Chocolate Confectionery in Egypt - Category analysis

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#### 2024 DEVELOPMENTS

Rocketing prices have negative impact on volumes  
Local brands benefit from erosion of consumer purchasing power  
Countlines show greater resilience, due to their affordability

#### PROSPECTS AND OPPORTUNITIES

Chocolate confectionery will see modest growth, in light of slow economic recovery  
Cadbury will remain market leader, despite losing share to local players  
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