

Egypt Baby Food Market Outlook to 2023

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New Delhi , The report titled “Egypt Baby Food Market Outlook to 2023 – By Food Category (Milk Formula - (Standard Formula, Follow-on Formula, Growing-up Formula and Special Baby Milk Formula, Dried baby food and Prepared Baby Food) and by Distribution Channel (Health and Beauty Stores, Supermarkets, Independent Small Grocers, Hypermarkets, Convenience Stores and Online Sales)” provides a comprehensive analysis of the Baby food market in Egypt. The report also covers the overall trade scenario, SWOT Analysis, decision making process, competitive landscape and growth drivers and trends and government role and regulations. The report concludes with market projection and analyst recommendations highlighting the major opportunities and cautions. Market Overview Egypt baby food market is still in its growth stage with retail revenue increasing at a positive double digit CAGR during the period 2012-2018. Due to a majority of international players, it has been an import oriented market. There has been a vast demand for innovative products such as camel milk based baby food. Due to high level of malnutrition among infants, increasing number of parents has preferred baby food to fulfill their child’s nutritional requirements. Also, there has been a shift to organic baby food products as they minimize child’s exposure to harmful chemicals and elements. Albeit government is encouraging breast feeding among new mothers; the baby food market has shown consistent growth over the years due to lack of paid maternity leaves to women in the working sector. Egypt Baby Food Market Segmentation By Food Category (Milk Formula, Dried Baby Food and Prepared Baby Food): Milk formula is the most conventional and trustworthy baby food product in the market and is considered as the prime substitute of mother’s milk, therefore it was the leading market segment in the year 2018 with a considerable revenue share. By Age Group (0-6 Months, 6-12 Months, 12-36 Months): The leading category has been baby food products for infants that are 0-6 months old as it contributed the majority of the share in terms of retail sales, followed by baby food products for infants in the age groups, 6-12 months old and 12-36 months old respectively in the year 2018(P). By Channel of Distribution (Health and Beauty Specialist, Supermarkets, Independent Small Grocers, Hypermarkets, Convenience Stores and Online Sales): The supply of baby food

in Egypt is taken care of majorly by offline stores like Health and Beauty Specialist Retailers, Supermarkets and Independent Small Grocers. Subsequent purchases after consulting health experts are made from these renowned and trustworthy megastores. Presently, online sales channels such as e-commerce websites, company websites, baby products' specific websites and websites of offline stores accounted for a very low share in the distribution. By Milk Formula (Standard Milk Powered Formula, Follow on Milk Powdered Formula, Growing-Up Milk Formula, and Special Baby Milk Formula): The majority of the milk formula sales in Egypt baby food market contributed through standard milk powdered formula products. It held a dominant share in the market. This was followed by Follow on milk powdered formula and Growing-Up milk formula. The remaining segments that contributed to the market were special baby milk formula which is primarily required by infants with special nutritional needs or they are allergic to some specific ingredient. Competitive Landscape Competition within the Egypt baby food market was observed as highly concentrated among 4 major manufacturers of baby food which are competing on parameters such as product variant, channels of distribution and price. The leading players in the market are international companies that directly import finished baby food products in Egypt. The domestic companies selling baby food products have negligible market share. Majority of the market shares were held by Nestle SA, Danone Groupe Hero Group GmbH and Fasska SA. The remaining market share was captured by companies such as Liptis Nutrition Ltd, Riri Co, Ninolac International SA and others. Egypt Baby Food Market Future Outlook In future, it is anticipated that the Egypt Baby food market in terms of revenue will increase at a significant double digit CAGR during the period 2018-2023E. The demand for conventional milk formula is expected to fall by the end of the year 2023. In case of types of Milk Formulas, the demand for Standard Milk Powdered Formula is expected to fall slightly from 2018(P) to the end of the year 2023 while the demand for Other Milk Formula such as Follow on Milk Powdered Formula, Growing-Up Milk Formula and especially Special Baby Milk Formula is expected to increase. The Egypt Baby food market is expected to have a positive growth over the forecast period due to increase of women's participation in the workforce, rising per capita income and GDP of the country and increasing awareness among new parents to complete the nutritional requirements of their children. Key Segments Covered:- Food Category (Milk Formula, Dried Baby Food and Prepared Baby Food) Types of Milk Formula (Standard Milk Powdered Formula, Follow-on Milk Powdered Formula, Growing-up Milk Formula, Special Baby Milk Formula) Milk Formula by Age Group (0-6 Months, 6-12 Months, 12-36 Months) By Channels of Distribution (Health and Beauty Specialist, Supermarkets, Independent Small Grocers, Hypermarkets, Convenience Stores and Online Sales) Key Target Audience:- Baby Product Manufacturers Baby Product Distributors Government Agencies Baby Food Store Retailing NGO's Supporting Baby Food and Care Pharmaceutical Stores Online Sales and Retailing Agencies Time Period Captured in the Report:- Historical Period: 2012- 2018 Forecast Period: 2019- 2023 Companies Covered:- Nestlé SA (S-26, Nan, Cerelac, Nestogen, Nido and Progress) Danone Groupe (Nutricia and Aptamil) Hero Group GmbH (Hero Baby, Hero) Fasska SA (Biomil) Liptis Nutrition Ltd (Liptomilk) Riri Co (Riri) Ninolac International SA Abbott Laboratories Inc Key Topics Covered in the Report:- Executive Summary Research Methodology Ecosystem in Egypt Baby Food Market Value Chain Analysis of Egypt Baby Food Egypt Baby Food Market Overview and Genesis Egypt Baby Food Market Segmentation Egypt Baby Food Market on the Basis of Food Category Egypt Baby Food Market Segmentation of Milk Formula by Type Egypt Baby Food Market by Age Egypt Baby Food Market by Outlet Type Trends and Developments in Egypt Baby Food Market Issues and Challenges in the Egypt Baby Food Market Snapshot on Emerging Baby Food Market Decision Making Criteria for Consumers of Egypt Baby Food Market Government Regulations for Doing Business for Egypt Baby Food Market SWOT Analysis of Egypt Baby Food Market Competitive Scenario of Egypt Baby Food Market Company Profiles of Major Players Egypt Baby Food Market Future Outlook and Projections, 2019-2023E Analyst Recommendations in Egypt Baby Food Market

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