

# *Generation* *NEXT*

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# Egyptian Market Overview



Population: **100 Million**

**51 Males / 49 Females**

**1.87% Population Growth Rate**



# Egyptian Market Overview



GDP/Capita = 2,500\$

Consumer Spending = 62 Billion \$



# Egyptian Market Overview



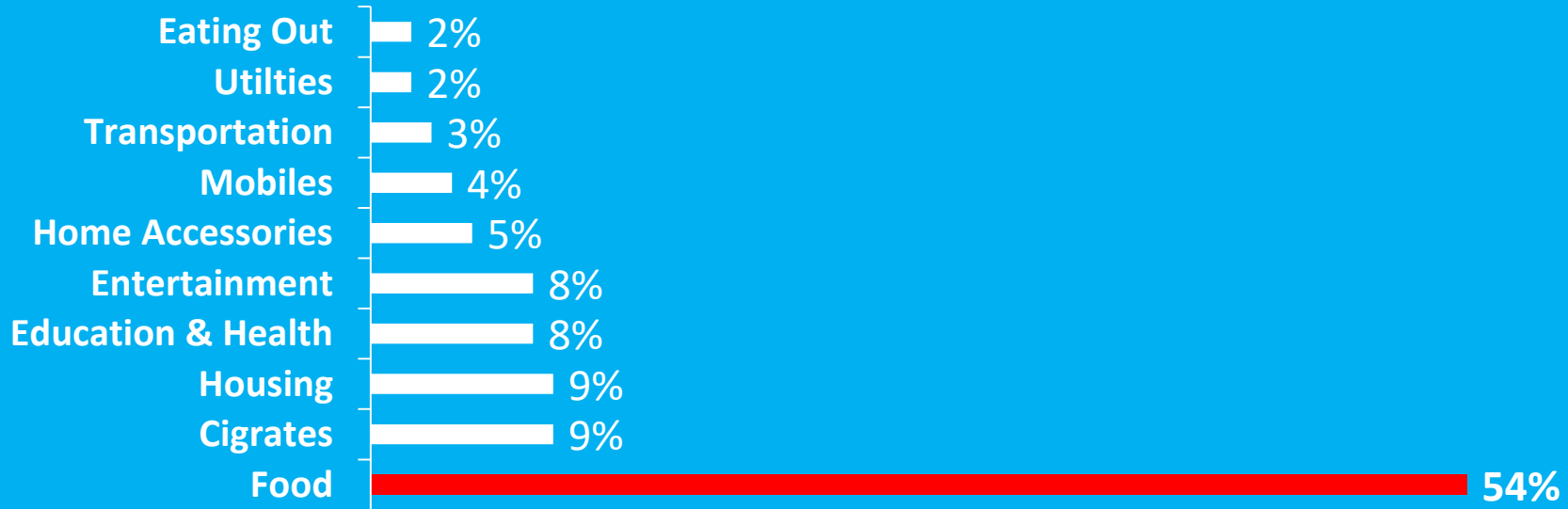
Illiteracy Rate = **20%**

Inflation Rate = **13%**

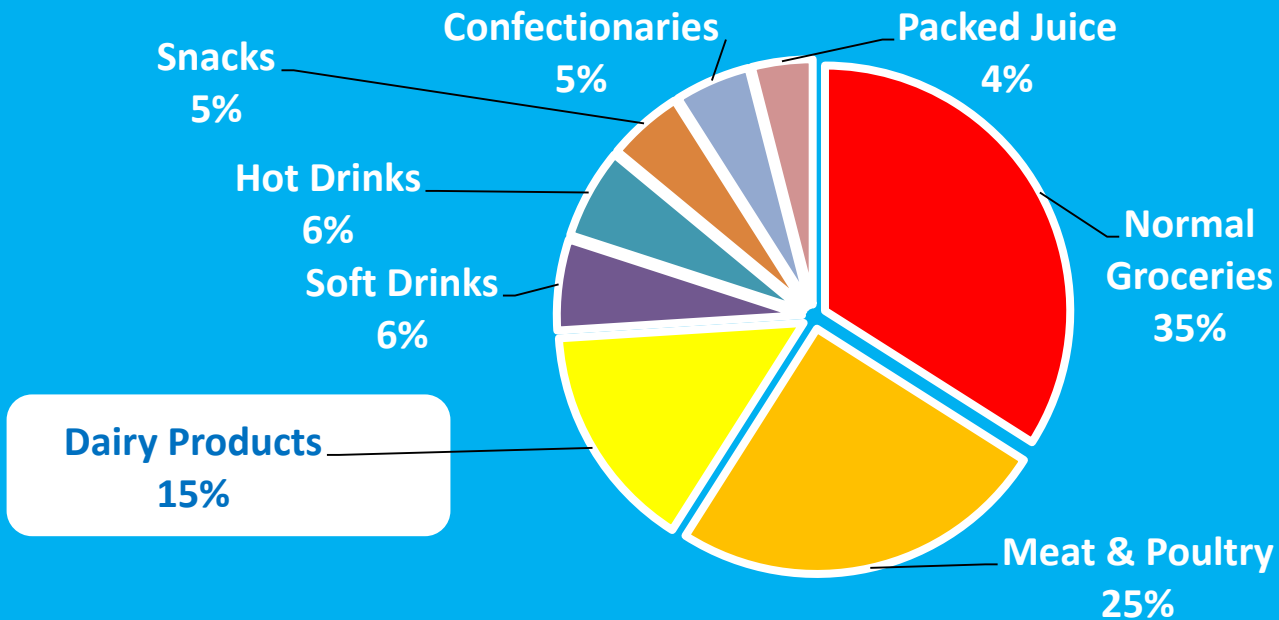
Unemployment Rate= **11.8%**



# Consumer Spending Pattern



# Share of Food Spending



# Total Egyptian Dairy Market



## Volume

470K Tons

### Packed Milk

270K Tons

### White Cheese

200K Tons

## Value

500 million \$

### Packed Milk

220  
million \$

### White Cheese

280  
million \$





Established  
**1990**



**34%**  
Total White Cheese  
Market Share



World's Biggest  
White Cheese Producer  
in TetraPak





# Generations

## Gen X

*Born early 1960s to  
early 80s*



## Gen Y

### *“Millennials”*

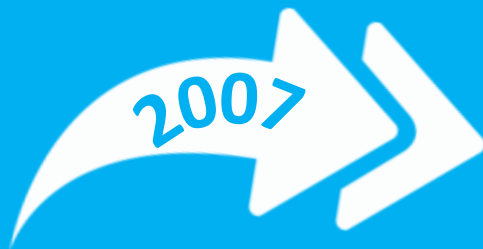
*Early part of the 80s  
to late 90s*



## Gen Z

*From late 90s to early  
2000s*







Generation  **NEXT**



Generation  **NEXT**

*So what is next?*



أحلى  
سندوتش  
في مصر

دومتي  
سندوتش



شوكولاتة بالبندق



صربي فراولة



جبنة فيتا



جبنة كريمي



فيتا بالزيتون



اسطنبولي بلس

Reached  
2.2M  
followers



Started in 2016  
as Egypt's first  
hub for  
local recipes

Akl Ahla

Generation *NEXT*



*“Innovation·Innovation·Innovation”*

**Thank You**  
Questions?

