



## SWEET BAKED GOODS CONSUMPTION IN:

EGYPT



Most Egyptian consumers snack once or twice a day. Young professional males snack most frequently.

Sweet baked goods are frequently used as a snack or to replace meals



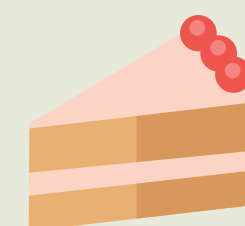
### Meal replacement

**Breakfast**  
Especially cakes and croissants  
**Dinner**  
Especially croissants and cakes



### Between meals

As a snack to alleviate hunger at work or to accompany a cup of tea or coffee



### After meals

As a sweet treat or dessert



### Special occasions

Bought for serving to guests or as a gift when visiting family members

Egyptians consume a variety of sweet baked goods

### Cookies



Usually bought in bulk and consumed with a hot drink. Chocolate is a popular flavor

### Cakes



May be consumed as a replacement meal and are bought packaged or fresh. They are also often made at home

### Muffins



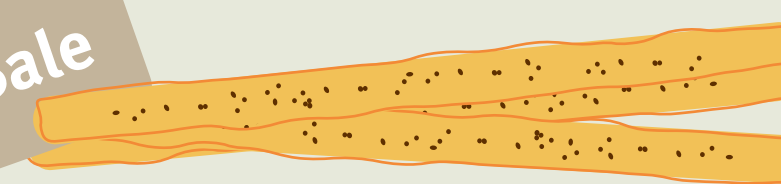
Popular as an indulgent treat and often consumed with a hot drink. May be eaten for breakfast or as a coffee shop snack

### Croissants



Many consume them daily for breakfast, lunch or as a snack. Consumed in sweet or savory variants

### Baton Sale



### Salizon



### Sable



And healthy eating is moving up the consumer agenda

'Healthy' is often linked to 'freshness'

### Less sugar

Sugar reduction is a particular concern for mothers who may actively reduce the amount of sugar they add to home-baked goods



### Perceptions of 'healthier' sweet baked goods

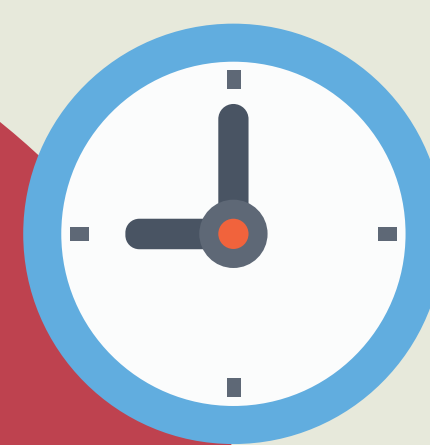
- ✓ Required for digestion and general health
- ✓ Healthier snacks/meal substitutes
- ✓ Healthier for children
- ✗ Expensive compared to other products
- ✗ Not yet widespread and difficult to find



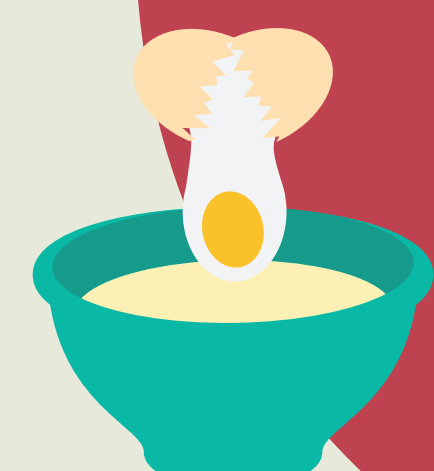
Appearance



Consumer purchases are driven by



Convenience



Ingredients



Taste

### OPPORTUNITY

Consumers see the appeal of healthier options but need to be convinced about the health benefit. Taste and quality are still most important.

Interested in learning more about the sweet baked goods market in Egypt? Download the white paper.

Source: DuPont Nutrition & Health / GfK consumer study, November 2016.

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