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Innovazioni nel settore lattiero-caseario in Egitto, la chiave per la crescita

Innovation in dairy sector in Egypt,
the key for growth





INNOVATION IN THE DAIRY SECTOR IN EGYPT THE KEY FOR GROWTH



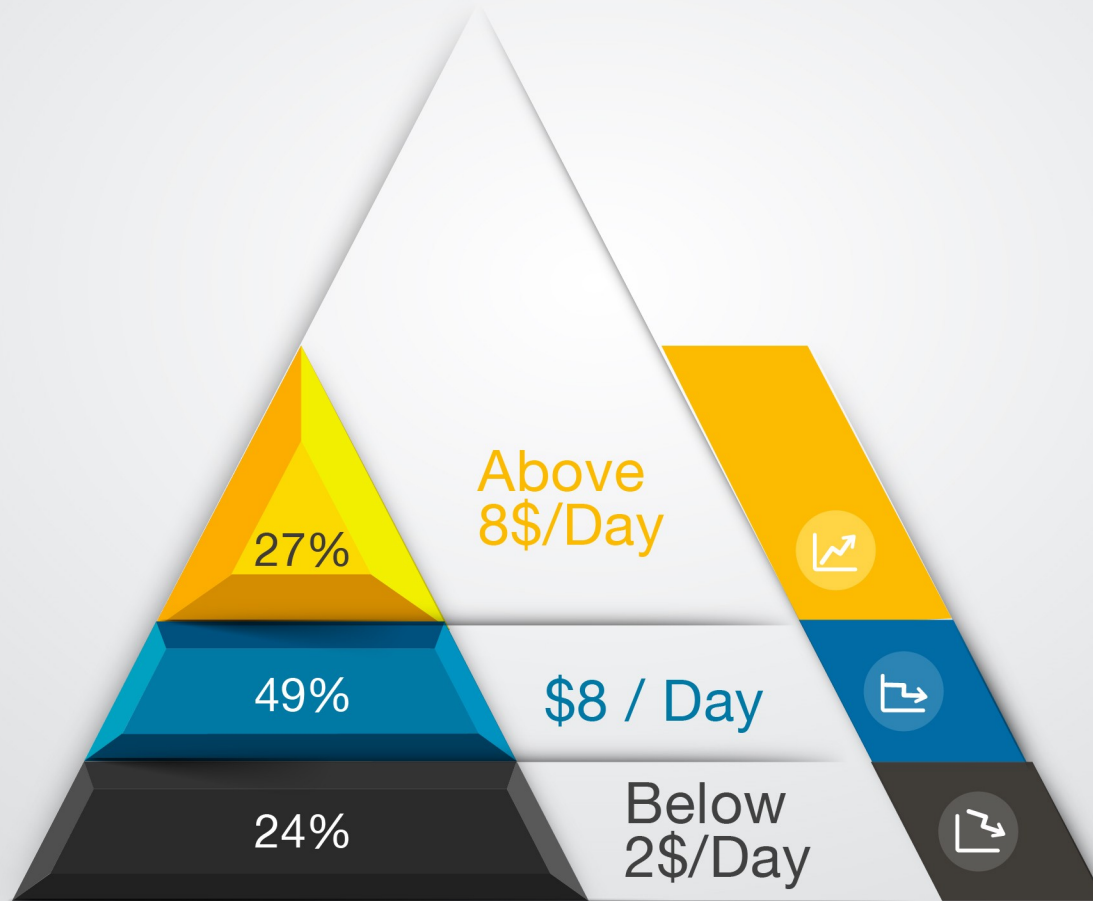
EGYPT



GENERAL INSIGHTS

- Population = 90 Million 
- Males/Females = 51/49 
- Population Growth = 1.92% 
- GDP per Capita = 3,314 USD
- Consumer Spending = 62 Billion USD 

EGYPT'S POPULATION SPLIT BY SEGMENT



CHALLENGES

- Illiteracy rate = 28%
- Inflation = 11.5%
- Unemployment = 12.9%

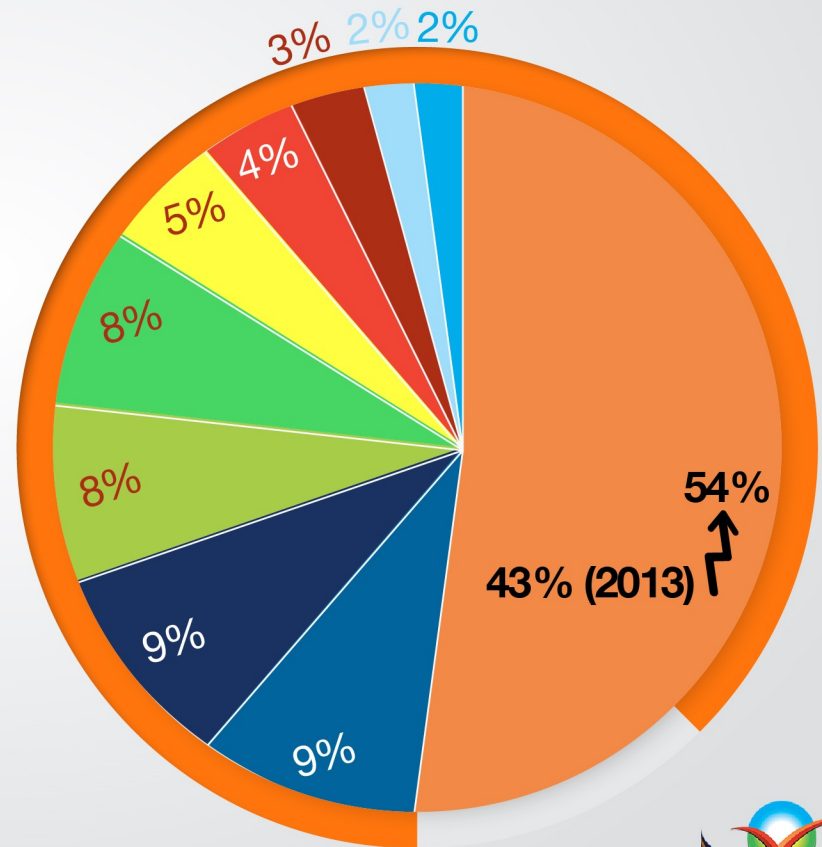
DEVELOPMENTS

- Political stability
- Infrastructure
- Legal & Regulatory



CONSUMERS' SPENDING PATTERN

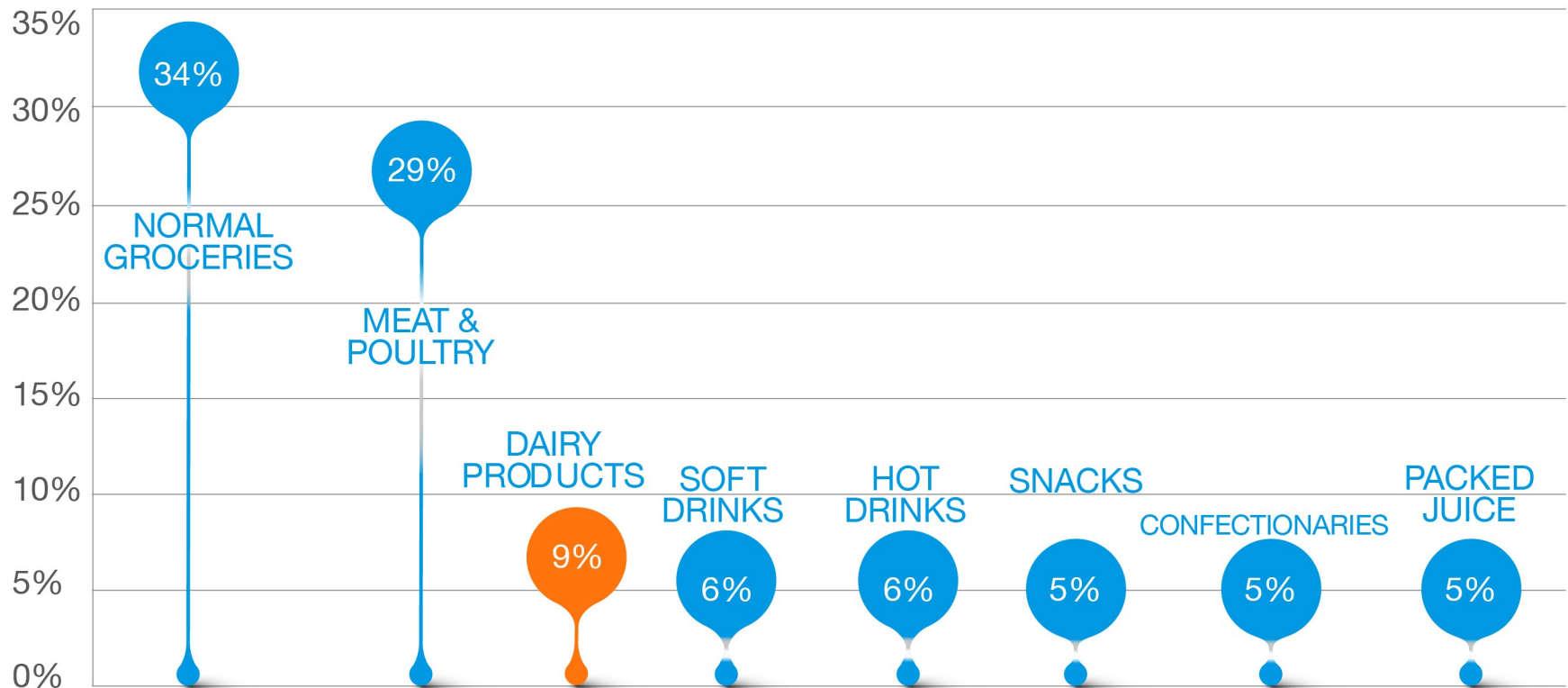
- FOOD
- CIGARETTES
- HOUSING
- EDUCATION & HEALTH
- ENTERTAINMENT
- HOME ACCESSORIES
- MOBILE
- TRANSPORTATION
- UTILITIES
- EATING OUT



FOOD SPENDING



SHARE OF FOOD SPENDING



CONFECTIONARIES



DAIRY MARKET IN EGYPT

WHITE CHEESE



White Cheese

- History of White cheese in Egypt
- Cheese is 30% of the dairy market in Egypt



WHITE CHEESE CONSUMPTION





Established
in 1990

The infographic features a central globe with the Domty logo. Three callout boxes are connected to the globe by dashed lines. The top-left box, labeled '01', contains the text 'Established in 1990'. The top-right box, labeled '02', contains the text 'Largest Cheese producer in Egypt'. The bottom box, labeled '03', contains the text 'World Biggest White Cheese producer in Tetrapak'. Each callout box has a blue background with a white circular icon.

Largest
Cheese producer
in Egypt

World Biggest White
Cheese producer
in Tetrapak

THE EVOLUTION



CHEESE EVOLUTION



**WE CREATE
VALUE**



INNOVATION TIMELINE



125gm 250gm



Tetrapak

2007



Olives

2008



125gm

2010



80gm

2012



1Kg

2014



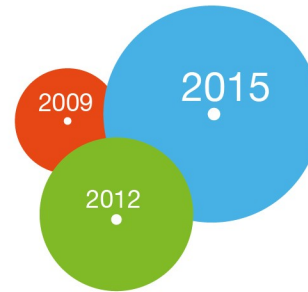
TFA 70gm
&
500gm
Slim

2015

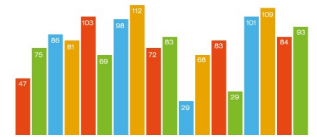


INNOVATION RESULTED IN

- Market Share increase



- Biggest White Cheese Producer in the world



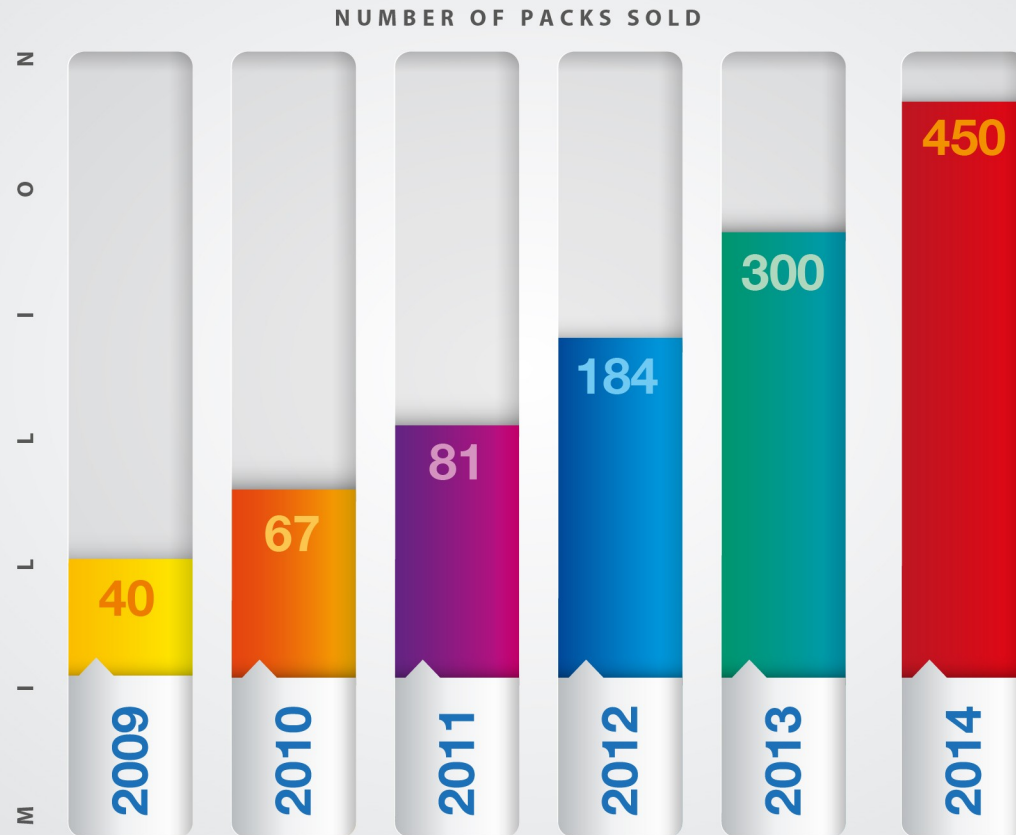
- More than 100 SKUs in the white cheese category

- Catering all Segments



MARKET VOLUME GROWTH

White cheese is growing at an average of 24%



A close-up photograph of a pair of hands. The left hand is open and palm-up, supporting a stack of five smooth, white, oval-shaped stones. The right hand is positioned above the stack, with fingers slightly curled as if about to place or adjust the top stone. The background is a blurred, dark grey surface.

**WE GROW
THROUGH INNOVATION**



THANK YOU

