WEBINARS

TASTES OF TOMORROW: U.S. FOOD AND BEVERAGE TRENDS IN EGYPT

Wednesday, Oct 29, 2025 | 10:00 AM - 11:00 AM
Registration: Thursday, Oct 16 - Wednesday, Nov 12, 2025
Riverside | United States of America

https://www.wusata.org/e/X2YCLNW

EVENT DETAILS

This seminar is designed for Western U.S. exporters, particularly growers, packers, processors, and food marketers, who are seeking to enter or expand in the Egyptian market. The session will provide a practical overview of Egyptian consumer and regulatory expectations, with a focus on health and wellness, convenience, premiumization, and cultural buying patterns such as Ramadan. Participants will learn how to align with Egypt's import regulations, halal certification, and labeling requirements; position U.S. products as high-quality and trustworthy; and identify where opportunities exist in categories such as grains, nuts, dried fruits, beverages, and seafood. The seminar will also explore strategies for working with Egyptian buyers and distributors, navigating cultural and regulatory complexities, and building brand credibility in a dynamic and competitive market. A featured case study will highlight lessons from a successful U.S. exporter supplying food products to Egypt. Attendees will leave with actionable steps to prepare their supply chains, ensure compliance, and strengthen their readiness to capture opportunities in one of the Middle East's fastest-growing consumer markets.

Detailed Webinar Overview:

1. Welcome & Objectives

Welcome & objectives of the seminar

Why Egypt matters:

- Largest food & beverage market in the Middle East/North Africa (MENA)
- Population of 110+ million with a growing middle class
- U.S. exports in key categories: grains, dairy, fruit, nuts, processed foods

2. Understanding the Egyptian Consumer

Demographics breakdown:

- Taste preferences
- Rising interest in convenience foods, healthy snacks, plant-based, and fortified products
- Price sensitivity balanced by strong demand for premium products among affluent consumers

3. Market Access & Distribution

- Role of importers, distributors, and retailers in Egypt
- Modern retail vs. traditional markets: Carrefour, Spinneys, Metro vs. souks and kiosks
- E-commerce & delivery platforms (Jumia, Talabat) shaping new consumer habits
- Choosing the right partner for U.S. exporters

4. Regulatory & Compliance Landscape

- Egyptian Organization for Standardization (EOS) requirements

- Labeling: Arabic labeling rules, shelf-life requirements, nutritional claims
- Halal certification requirements & recognized bodies
- Import procedures, customs clearance, and documentation best practices

5. Food & Beverage Trends: Opportunities for U.S. Exporters

- Health & Wellness
- Convenience & Lifestyle
- Premiumization & Variety
- Seasonal & Cultural Drivers
- Seafood

6. Building a Competitive Edge

- Highlighting U.S. strengths: safety, sustainability, and consistent quality
- Packaging and portioning strategies for Egypt's retail environment
- Marketing approaches: adapting branding to local cultural preferences
- Leveraging trade promotion tools (USDA FAS, WUSATA programs, in-store promotions)

7. Case Study: Success Story of a U.S. Exporter in Egypt

- Practical lessons from a Western U.S. company entering the Egyptian market
- Keys to overcoming distribution, pricing, and cultural challenges

8. Q&A

- Interactive Q&A

Learning Outcomes:

- Understand key consumer trends in Egypt shaping demand, including health and wellness, convenience, premiumization, and seasonal drivers.
- Identify opportunities for U.S. products across key categories such as grains, nuts, dried fruits, dairy, beverages, and seafood.
- Recognize Egypt's regulatory and certification requirements for food and beverage imports, including halal compliance and labeling standards.
- Evaluate effective routes to market, including working with local distributors, retailers, and e-commerce channels.
- Leverage cultural and seasonal buying patterns (e.g., Ramadan demand spikes) to position U.S. products effectively.
- Develop strategies to address logistical and supply chain considerations when exporting to Egypt.
- Apply insights from a case study of a successful U.S. exporter supplying the Egyptian market.

The meeting link will be sent to registered companies the day before the meeting via email

Presented by Bryant Christie Inc.,