



Africa
Cairo, Egypt
2-4 June 2025



Be part of Africa's thriving food industry at Fi Africa 2025!

Thousands of ingredients, endless possibilities.

Africa's food and beverage market is set for unparalleled growth.

The African Development Bank forecasts a potential surge in the food and agriculture market from

\$280 billion

annually to

\$1 trillion

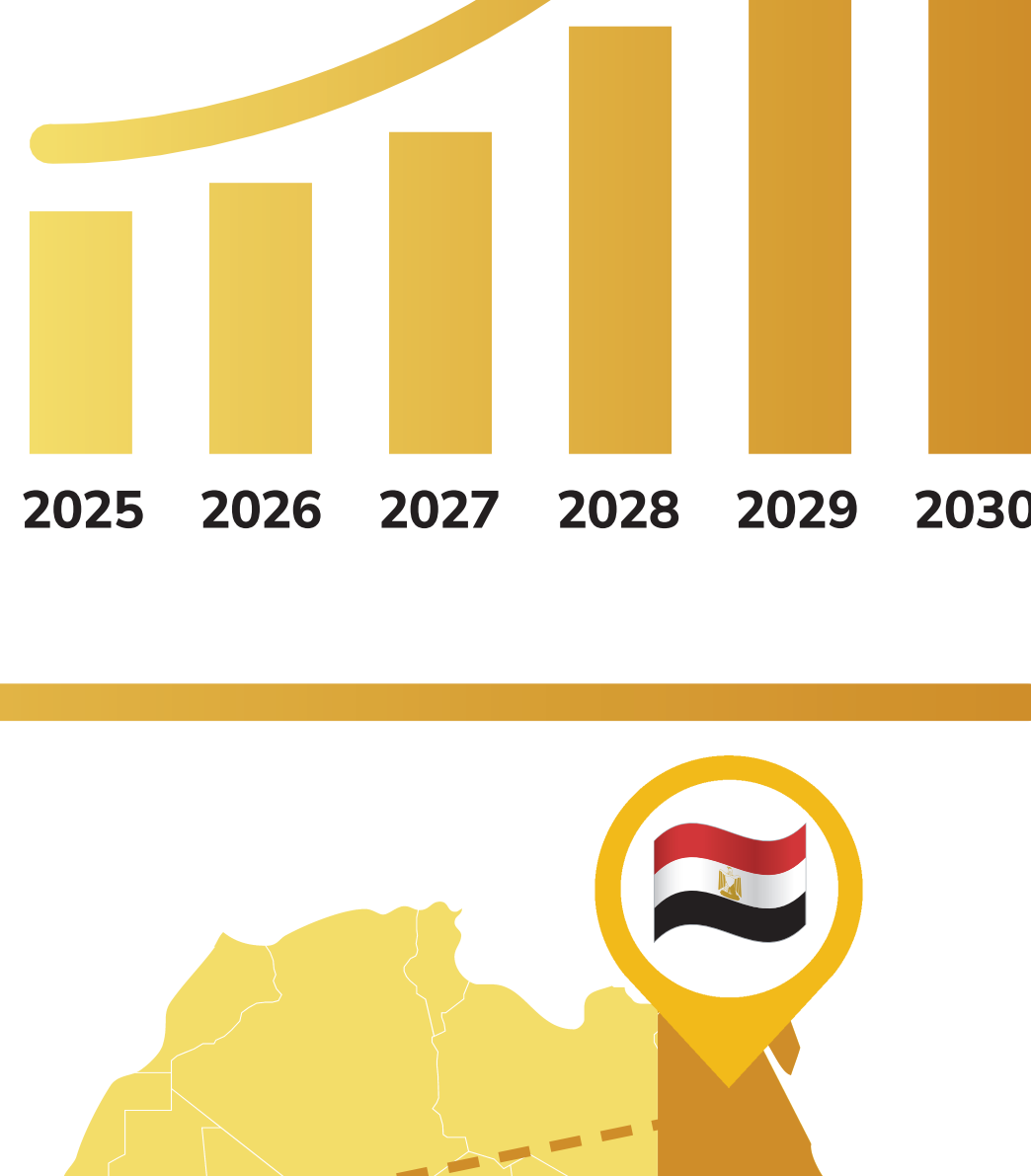
by 2030.

Fi Africa 2025 provides unmatched access to this region – with over

16,000 expected

attendees and

400 exhibitors.



Fi Africa: Your gateway to the African continent

Fi Africa is held in Egypt, a regional hub that is attracting steady investment from multinationals including Kraft Heinz, Nestlé, and Coca-Cola.

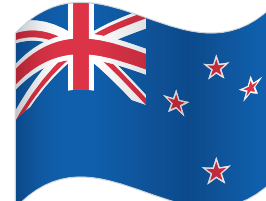
This is due to the country's market size, large demand for imported goods and ingredients, and low- to no-tariff duties.

Egypt is the largest export market for US processed foods in the region.¹



Key exporters of meat and halal products to Egypt include:

Australia



Ireland



Canada



New Zealand



Brazil



USA



Food production in Egypt accounts for:



of the total workforce



of Egypt's GDP²

Gain access to regional markets

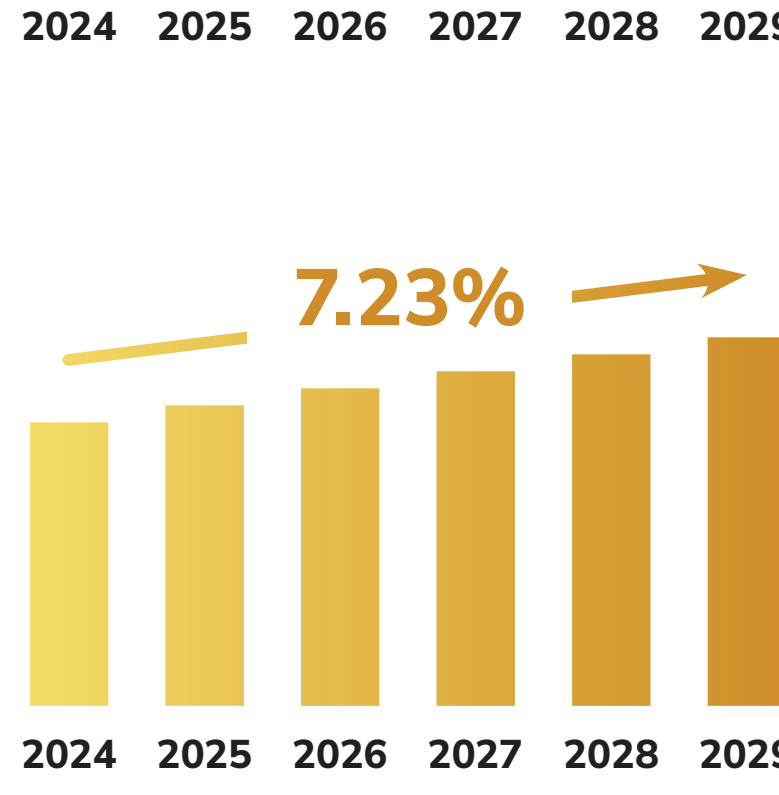
Egypt is part of a free trade area, opening the door to a consumer base of nearly

500 million people.³ Key markets include Nigeria and South Africa.

Nigeria's food market is expected

to grow by **11.40%** between

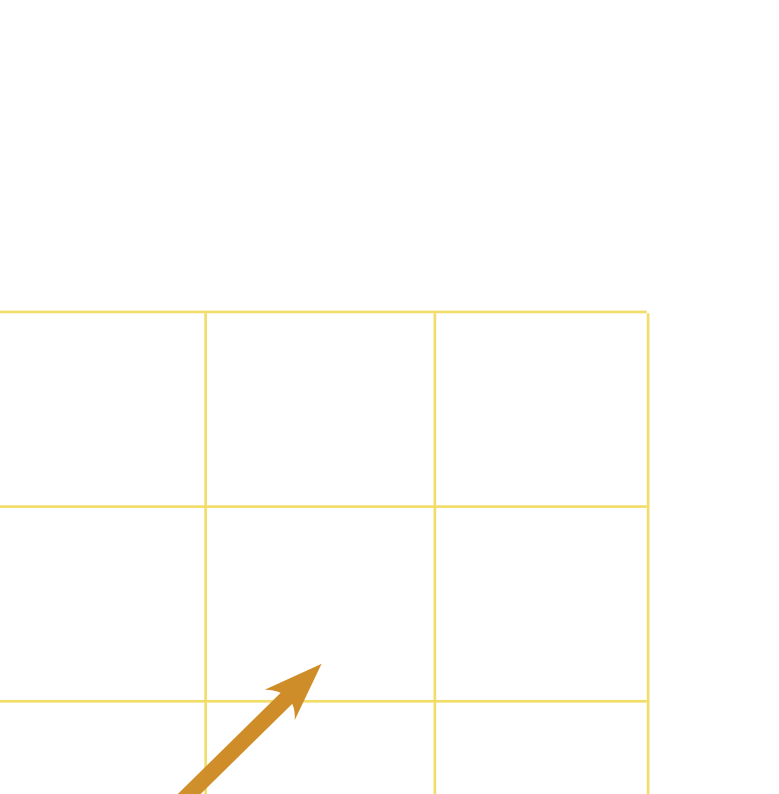
2024 and 2029.⁴



South Africa's food market is expected

to grow by **7.23%** over

the same period.⁵



This booming demand is creating opportunities for foreign business.

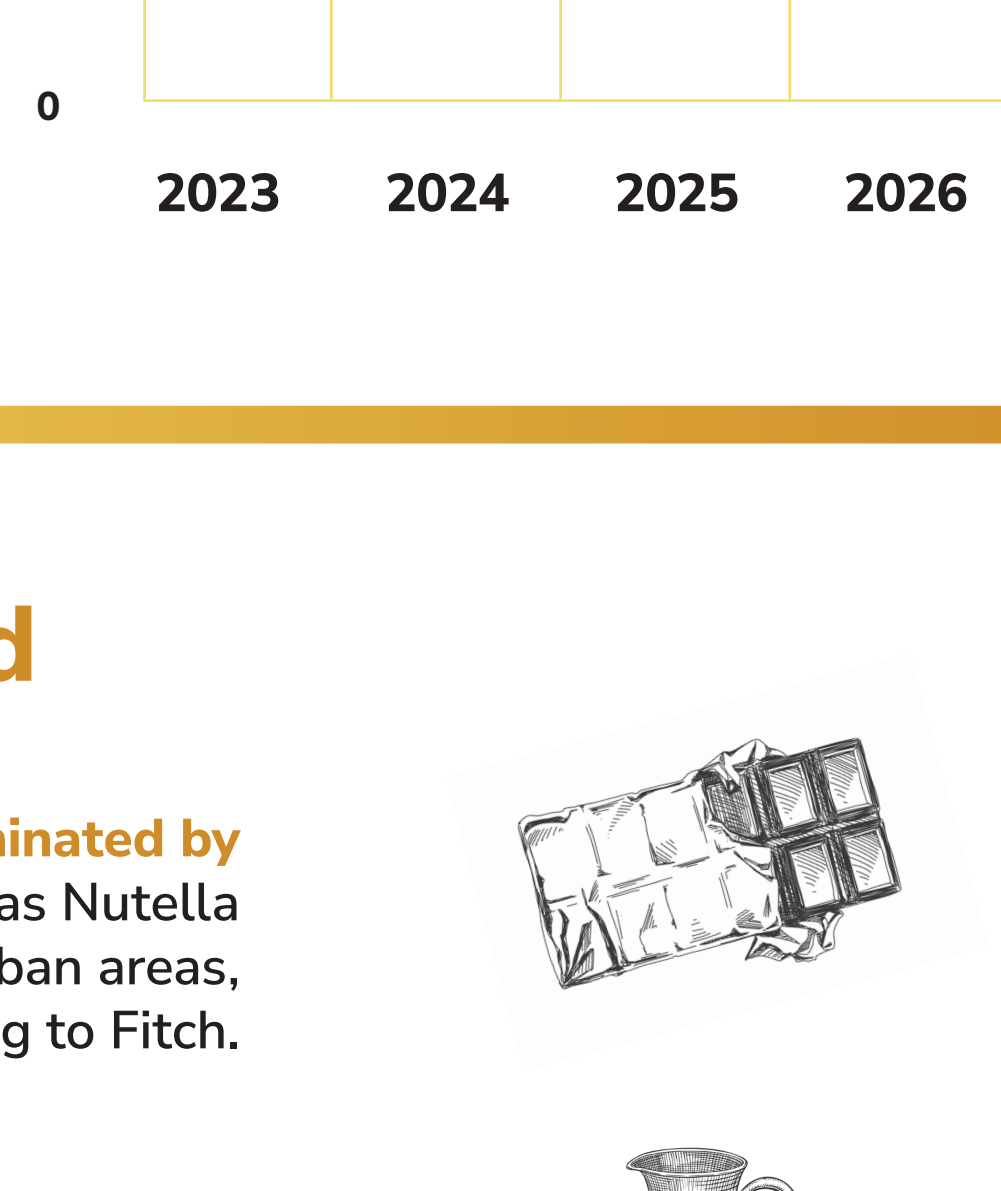
African food imports are predicted to increase from

\$50 billion

to between

\$90 and \$110

billion by 2025, according to the World Bank.

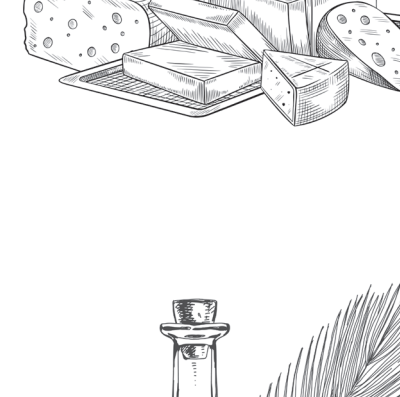


Increasing demand

Egypt's confectionery market is dominated by chocolate sales, with brands such as Nutella and Ulker widely available in urban areas, according to Fitch.



Western manufacturers, such as Denmark's Arla and France's Lactalis are also increasingly prominent in Egypt's dairy sector through prominent joint ventures and acquisitions.



African fats and oils sector is set to grow

from **\$22.41 billion** in 2023

to **\$27.92 billion** by 2028.

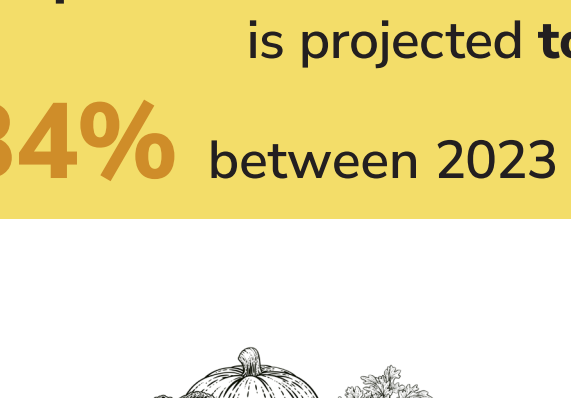
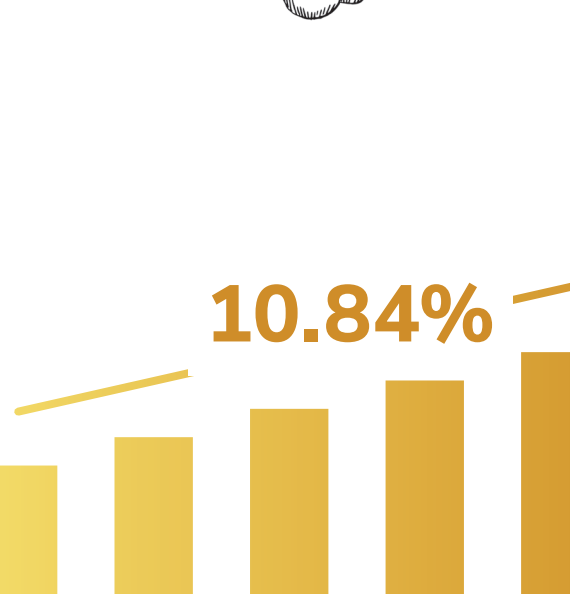


The aroma ingredients market is expected

to grow from **\$319.74 million**

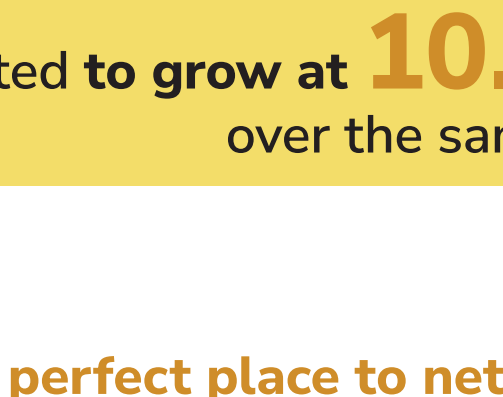
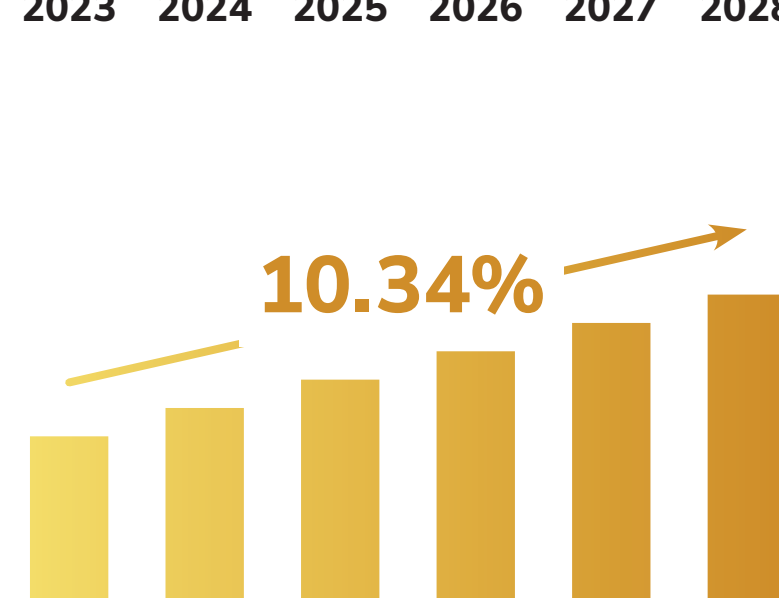
to **\$463.89 million**

across the same period.



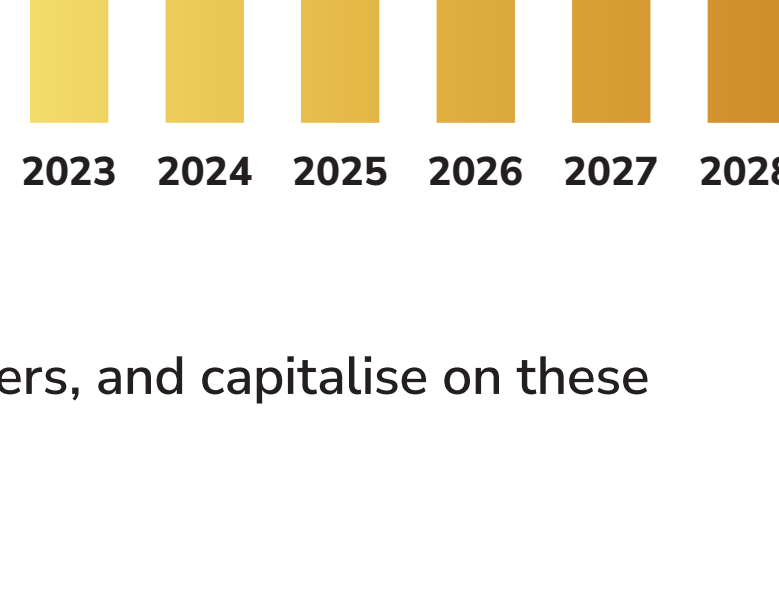
The African spice and herb extracts market is projected to increase

by **10.84%** between 2023 and 2028.



The African fruit and vegetable market is expected to grow at

10.34% over the same period.



Fi Africa is the perfect place to network, find partners, and capitalise on these business opportunities.

Tapping into new trends

Rapid urbanisation and a growing middle class are transforming the food industry landscape in Africa, fuelling demand for healthy, convenient products. The growing popularity of ready-to-eat meals is driving demand for food ingredients further.

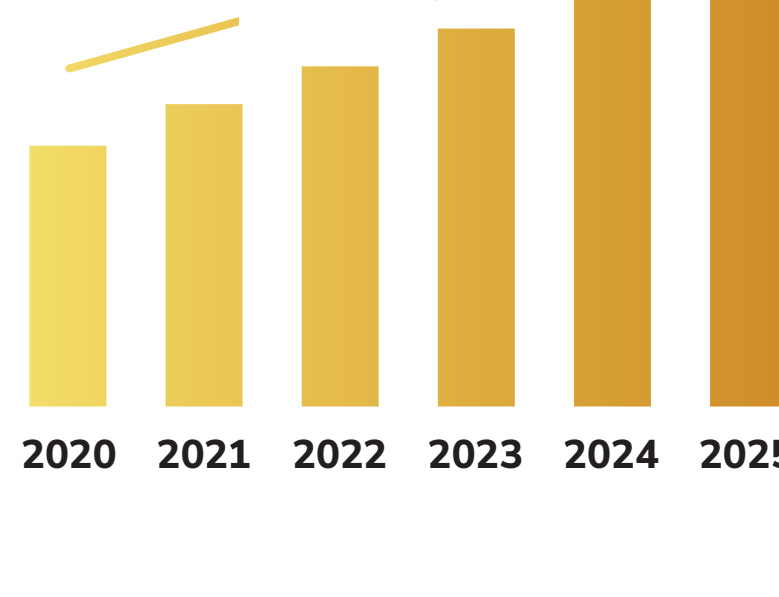
Product spotter:

Quick Fix Cuisine launched a range of healthy ready-to-eat pasta and casserole dishes in South Africa.



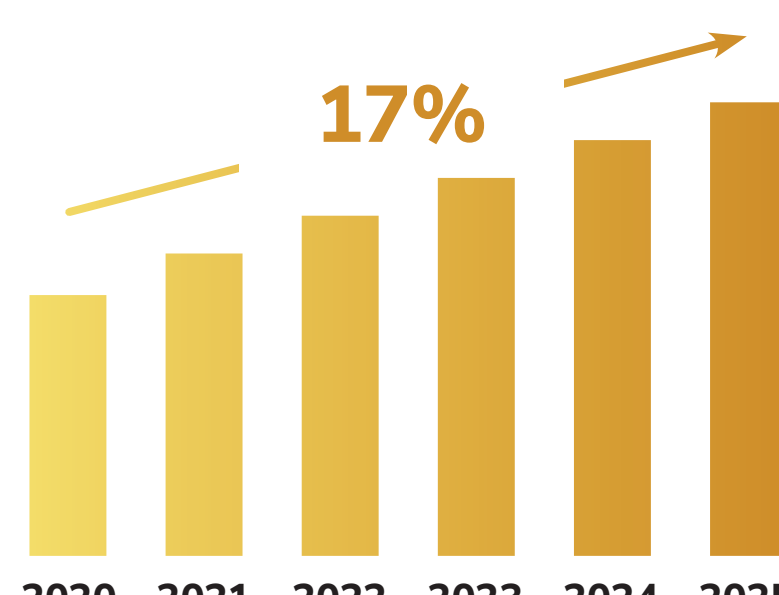
Indulgent products with an active health claim have increased by

19% in Africa over the last five years.



Snacks with a high/source of protein claim increased by

17% in Egypt, according to Innova Market Insights.



Product spotter:

Oatexi launched a line of baked, not fried, sour cream and oat onion rings in Egypt.



Product spotter:

Greenco launched ripe plantain chips in Nigeria that are 100% natural and gluten-free.



Enquire about a stand!

There is still time to book your stand for

Fi Africa and take your business in Africa to the next level.

The event takes place at the

Egypt International Exhibition Center Cairo,

from 2 - 4 June 2025,

under the same roof as ProPak MENA.

Book your stand



Reserve your spot now!

¹ <https://www.foodexport.org/export-insights/market-country-profiles/egypt/>
² Fi Africa report
³ <https://www.worlddata.info/trade-agreements/ga/1a.php>
⁴ <https://www.statista.com/outlook/cmo/food/nigeria> – Text – Revenue%20in%20the%20Food%20market_US%2440.74bn%20in%202024
⁵ <https://www.statista.com/outlook/cmo/food/south-africa>