

Market Trends and Future Growth Opportunities in the Egyptian Cheese Industry



2024

MPOF

**The Triumph Luxury Hotel
New Cairo - EGYPT**

Source of Fats

From a lot of time it was known that to have oil either from milking animals which called Natural fats or from seeds and its called vegetables oils



Corn Oil

Olive Oil

Sesame Oil

Flax seed Oil

Coconut Oil

Peanuts Oil

Soybean Oil

Sunflower Oil

★ In 20th Century specifically in Mid 80's, Egypt became aware of imported Palm Oil from Malaysia in food production, food Industries and soap making



★ Import of Palm Oil has increased especially rapidly using Modern technology called ultrafiltration Device. Hence, Palm Oil has quickly entered the production of white cheese. Palm Oil became the basic raw materials for cheese production.

Note: All above quantity are in MT

★ Other factors for increase in consumption of Palm Oil during the last 40 years (From 1984 – 2024)

- Increase in Egyptian population from 40 to 120 millions**
- Egyptians' use of dairy is not drinking milk but in eating feta cheese or white cheese of which consumption has reached to 90%.**
- Rapid technological development in the production of white cheese using oils, concentrated proteins and GDL**

Note: All above quantity are in MT



Modern Technology called Ultra Filtration Device for White Cheese production with the use of GDL, Palm Oil and salt

Before	After
Cheese was produced and consumed at least 2 months	Cheese was produced and consumed after 48 hours
Cheese needed 2 months to be fit for human consumption	Cheese needs only 48 hours from arrival of the milk up to the end user
Space factory use for one ton	Same factory space can be used for 40 tons



Egyptian Market review

In the field of dairy & cooking for the last 40 years

- * Percentage of fat in all types of cheese is about 25-35% which means that fat percentage is more than any nutritional elements such as protein & carbohydrates**
- * 60 years ago, most of dairy products depend only on natural fat obtained from raw milk**
- * In 1985, there are 25 licensed dairy factories in Egypt and increased to 178 in 2022**
- * White Cheese production has increased to 800,000 tons annually at an average per capita consumption is about 9.5kg per annum**
- * Processed Cheese production has increased to 150,000 tons annually at an average per capita consumption is about 2.5kg per annum**



Future of Oils in Egypt

1	There is no increase in raw milk which is consistent with the increase in the rate of population
2	Using a low price as an alternative to producing the same cheese from natural butter
3	Increasing consumer awareness that there is no harm in using Palm Oil despite the skeptical media campaigns for validity of their use in cheese making.
4	Easy way of producing cheese in large quantities and in a quick way of producing cheese compared to old traditional methods.

It is clear that the percentage of palm oil consumption in the cheese industry as per 2022 statistics represents 23.7% of the total amount of Palm Oil imported to Egypt which is 1.2m tons.

Cheese production is expected to increase to approx 1.6millions by 2030 and the use of Palm Oil in the cheese industry will reach approx 600,000 tons annually by 2030.

Recommendations to MPOC

For MPOC to conduct advertisement of product and focusing on the nutritional value which does not differ from the nutritional value of natural fats and awareness that there is no hydrogenated oils for this type of oil

MPOC with cooperation with both Egyptian Health Authority and Importers of Palm Oil to conduct campaign to announce to the end users that palm oil is fit for human consumption and there is no harm for use in cooking and food production.

Thank You