



Deep Dive into the Egyptian Home and Personal Care Industry and Potential for Malaysian Palm Oil

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Oleo Misr for Oleochemicals

From Nature to Chemistry

Activat
Go to Se

Presentation Outline

1.Introduction

1.Overview on Oleochemicals

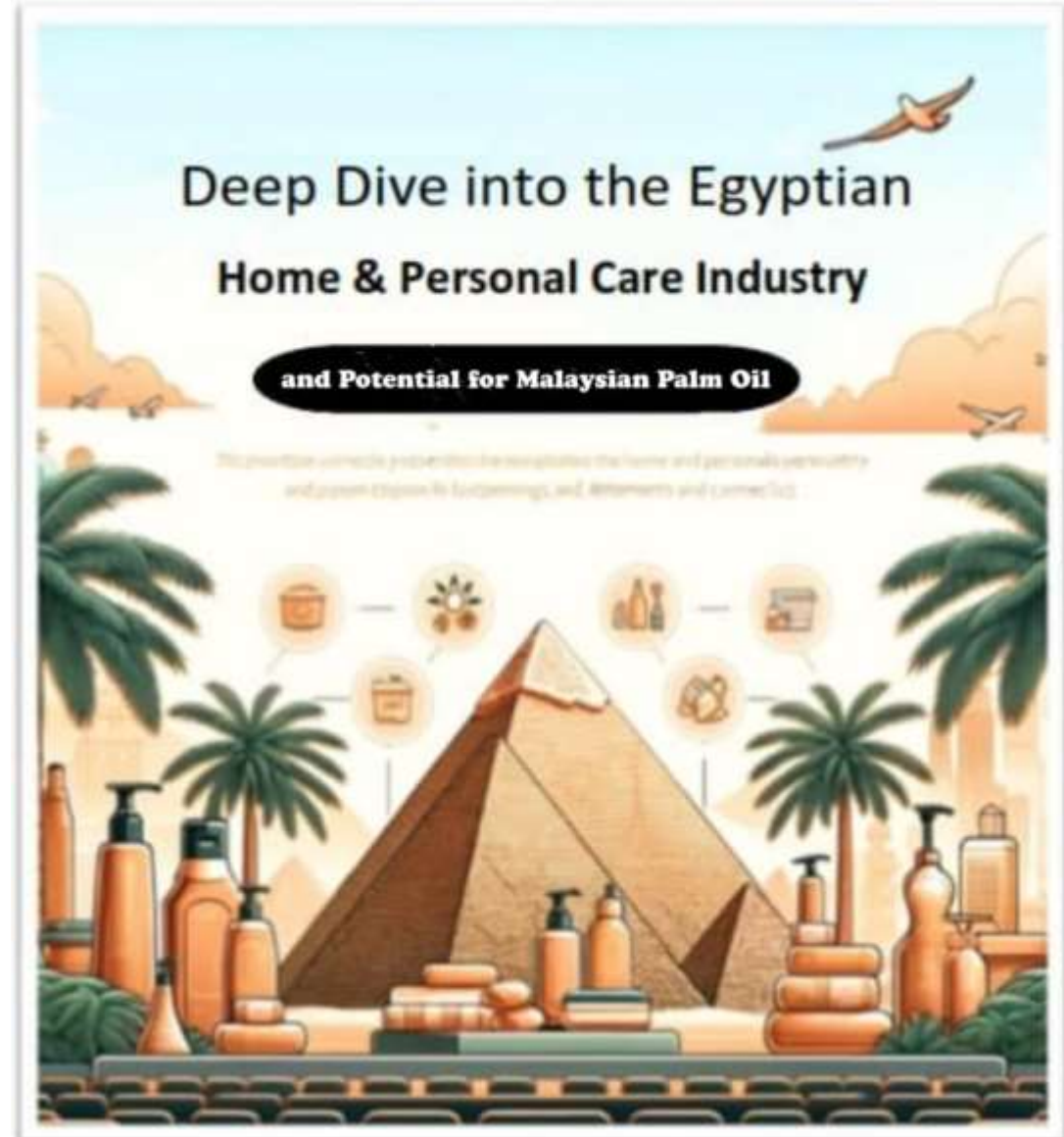
1.Potential for Malaysian Palm Oil in the Egyptian Industry

Home and Personal Care Overview of Egyptian .1
Market

Challenges and Opportunities .1

1.Case Studies/ Success Stories/ Outlook

1.Conclusion and Call to Action



Introduction

- The history of home and personal care products in Egypt is rich and extensive, tracing back to ancient times. Ancient Egyptians placed high importance on cleanliness and beauty, incorporating various cosmetics and hygiene practices into their daily lives.
- Beauty was big business in ancient Egypt. It didn't matter if you were a man or a woman, rich or poor. Everyone used makeup and ointments. It was part of life.
- Egyptians needed something to protect their skin from the boiling desert sun and the incessant insect bites.

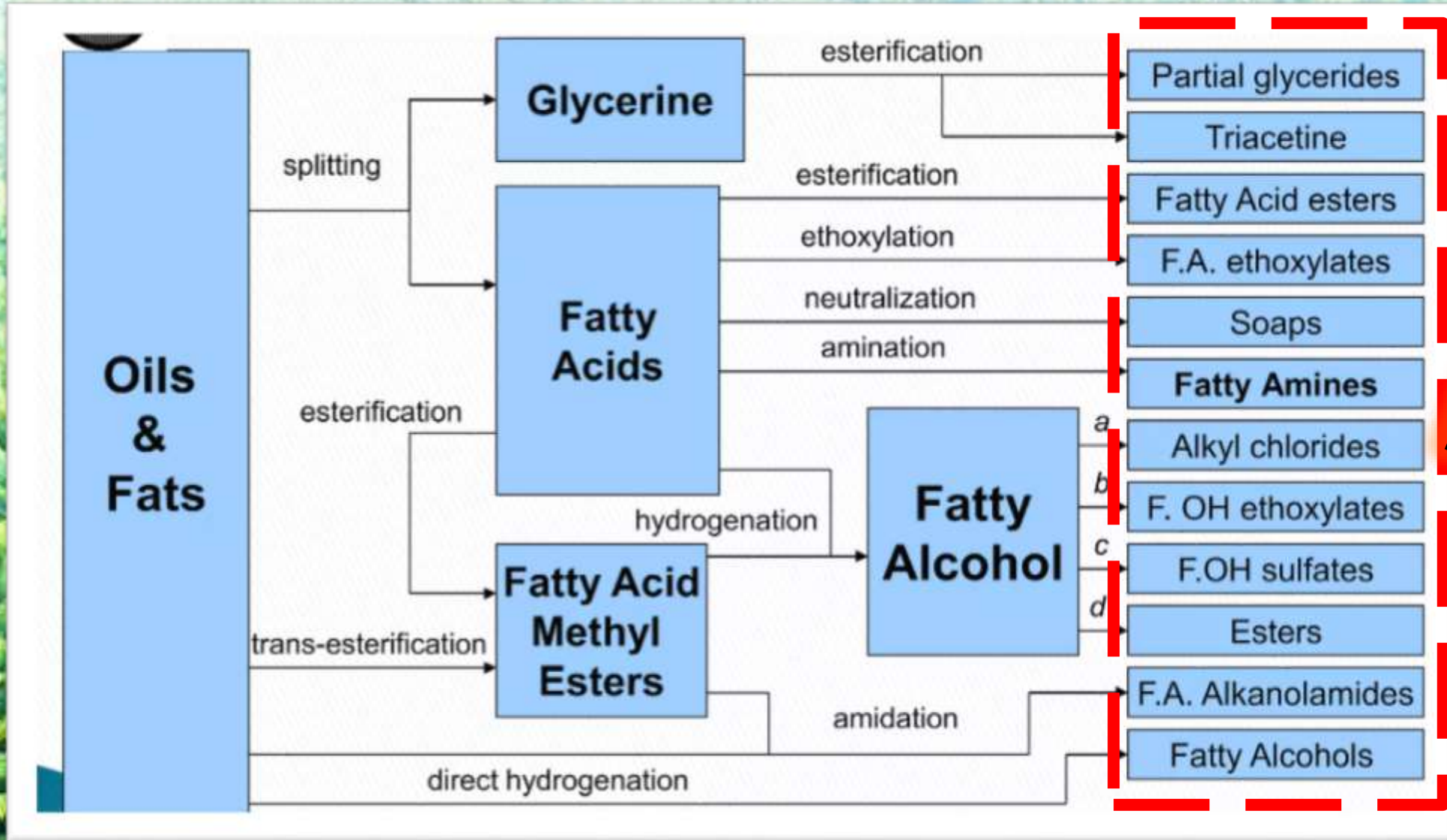


Introduction

- Vegetable oils was used as a base for mixing other ingredients. For example, they combined it with other substances like malachite and galena to create the iconic Egyptian kohl, which was used not only as eye makeup but also to protect the eyes from the harsh sun and ward off eye infections. The oils helped the powdered minerals adhere better to the skin and enhanced the durability of the makeup under the hot Egyptian climate.



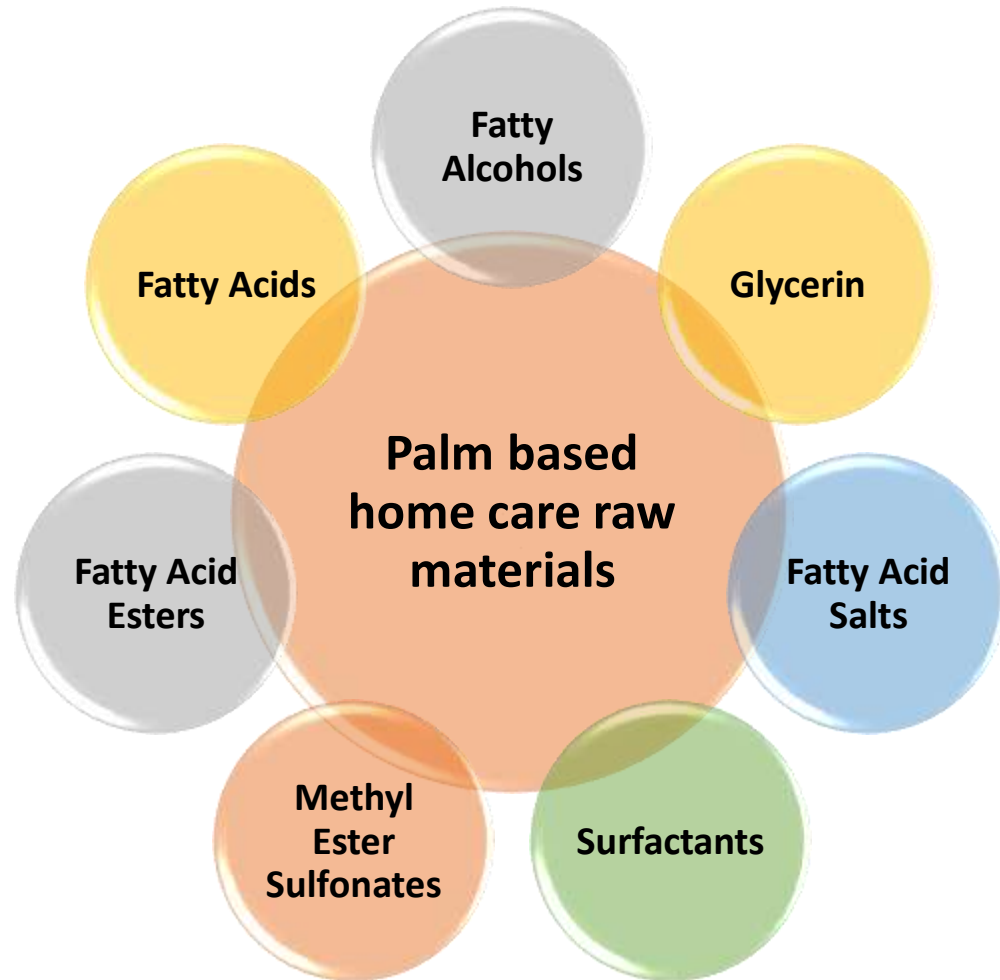
Overview on Palm-Based Oleochemicals



All are used in home and personal care products



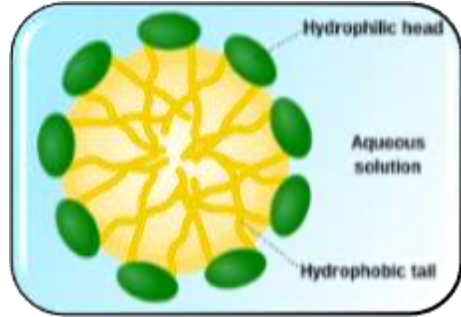
Palm-Based Oleochemicals in Home Care



Palm-Based Oleochemicals in Personal Care



Context and Importance of Palm Oil in home and personal care



Ingredient in Cosmetics

- It serves as a base ingredient, providing moisturizing properties and helping to create stable formulations

Surfactant Production

- Palm oil is a common source of fatty acids used in the production of surfactants, which is the base of most of liquid detergents.

Emulsifiers and Stabilizers

- Palm oil-derived ingredients are utilized as emulsifiers and stabilizers in various formulations

Palm oil cost efficiency

- Palm oil is favored by manufacturers for its cost-effectiveness compared to alternative oils and ingredients

Sustainability

- Roundtable on Sustainable Palm Oil (RSPO), have been established to promote sustainable practices in the palm oil industry



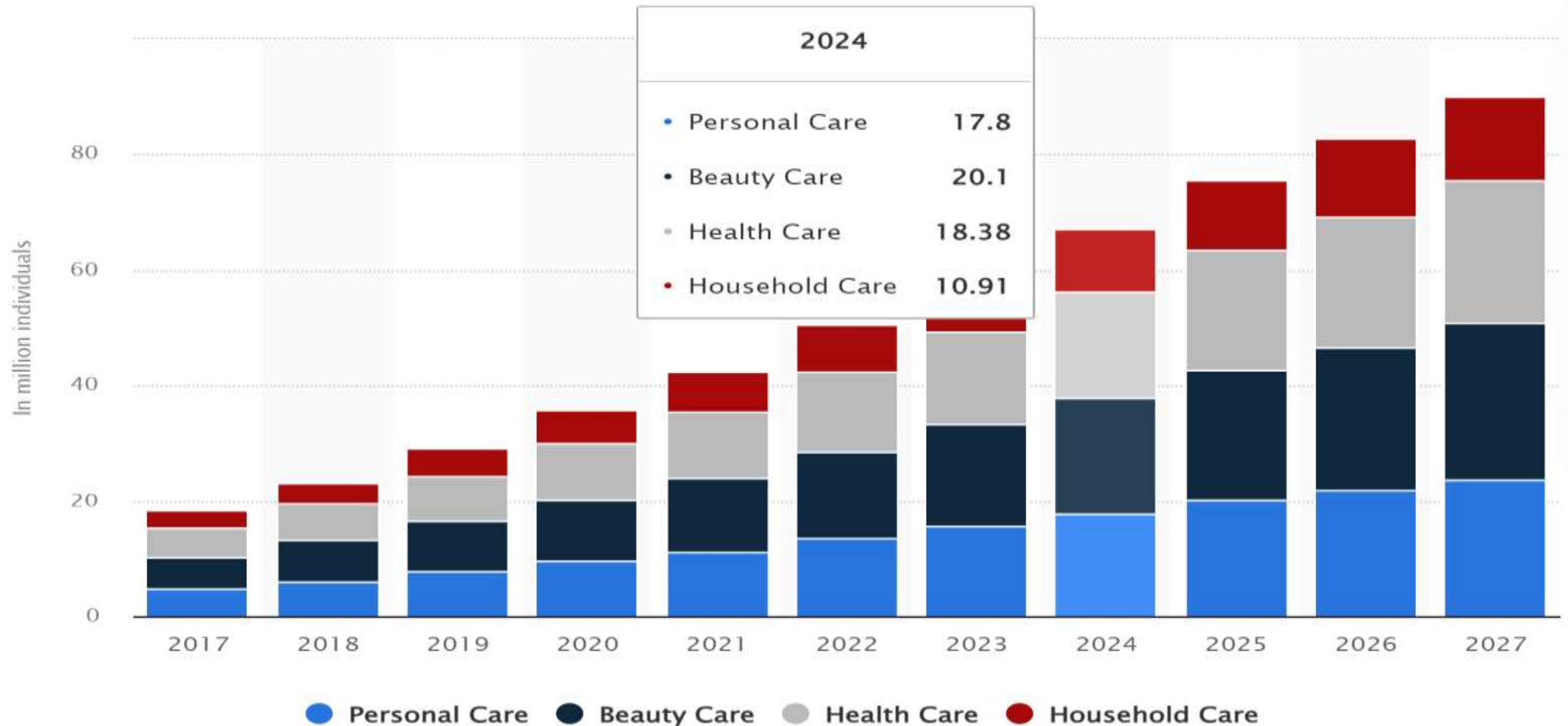
Overview of Home and Personal Care Market in Egypt.

Market Size

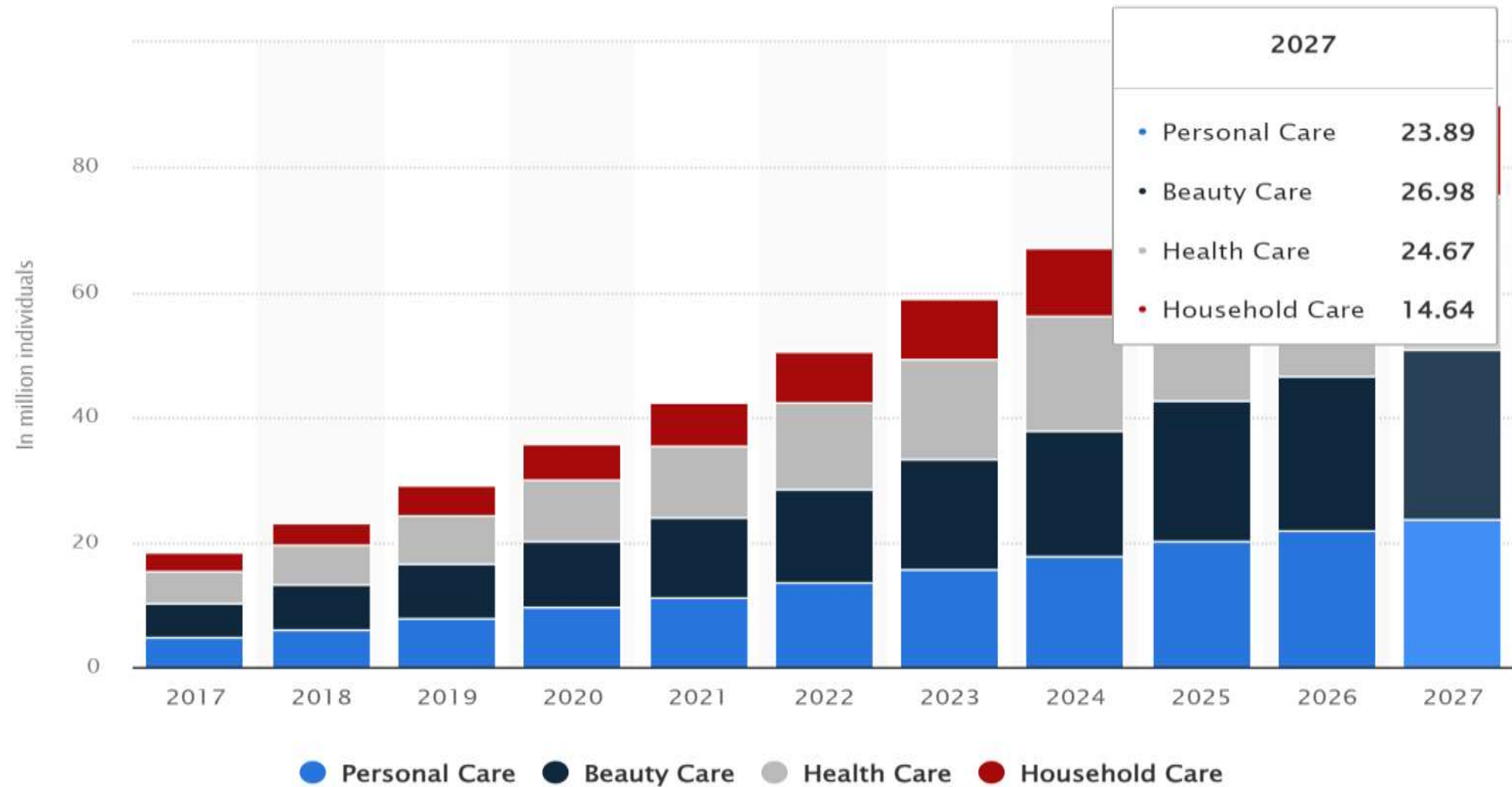
The Egyptian home and personal care market, fueled by a population of over 100 million people, presents a substantial opportunity for products containing palm oil derivatives.

- In Egypt, the revenue in the Cosmetics market is projected to reach US\$895.20m in 2024.
- It is expected to grow annually by 7.53% (CAGR 2024-2028).
- In comparison to other countries, in the United States generates the highest revenue in the Cosmetics market, amounting to US\$20B in 2024.
- When considering the population size, per person revenues in Egypt are estimated to be US\$7.82 in 2024.
- Looking ahead to 2024, 86% of sales in the Cosmetics market will be attributed to Non-Luxury.
- The cosmetics market in Egypt is experiencing a surge in demand for natural and organic products, driven by consumer preference for sustainable and eco-friendly options.

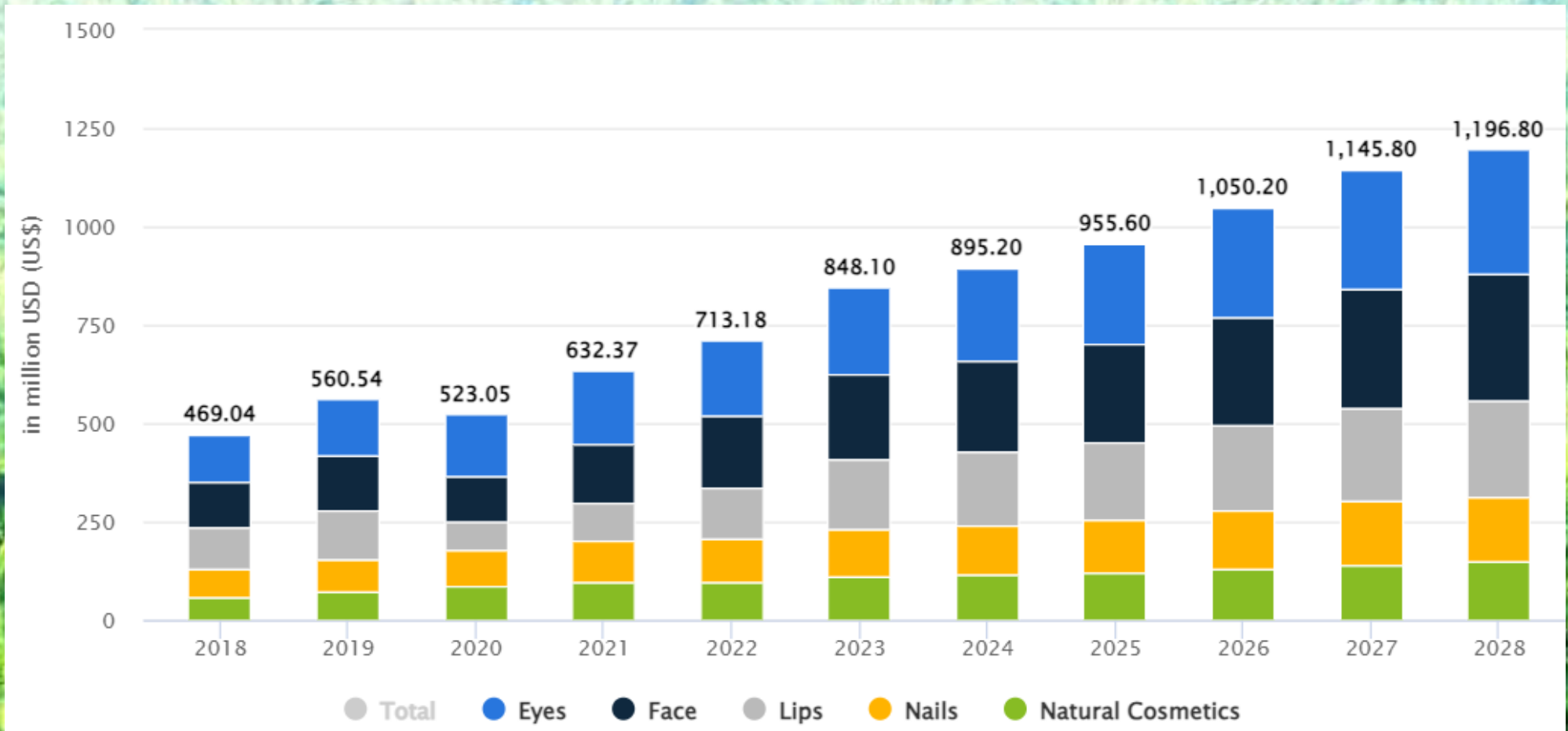
Overview of the Personal Care Egyptian Market – Market Size



Overview of the Personal Care Egyptian Market – Market Size



Overview of the Beauty Care Egyptian Market – Market Size



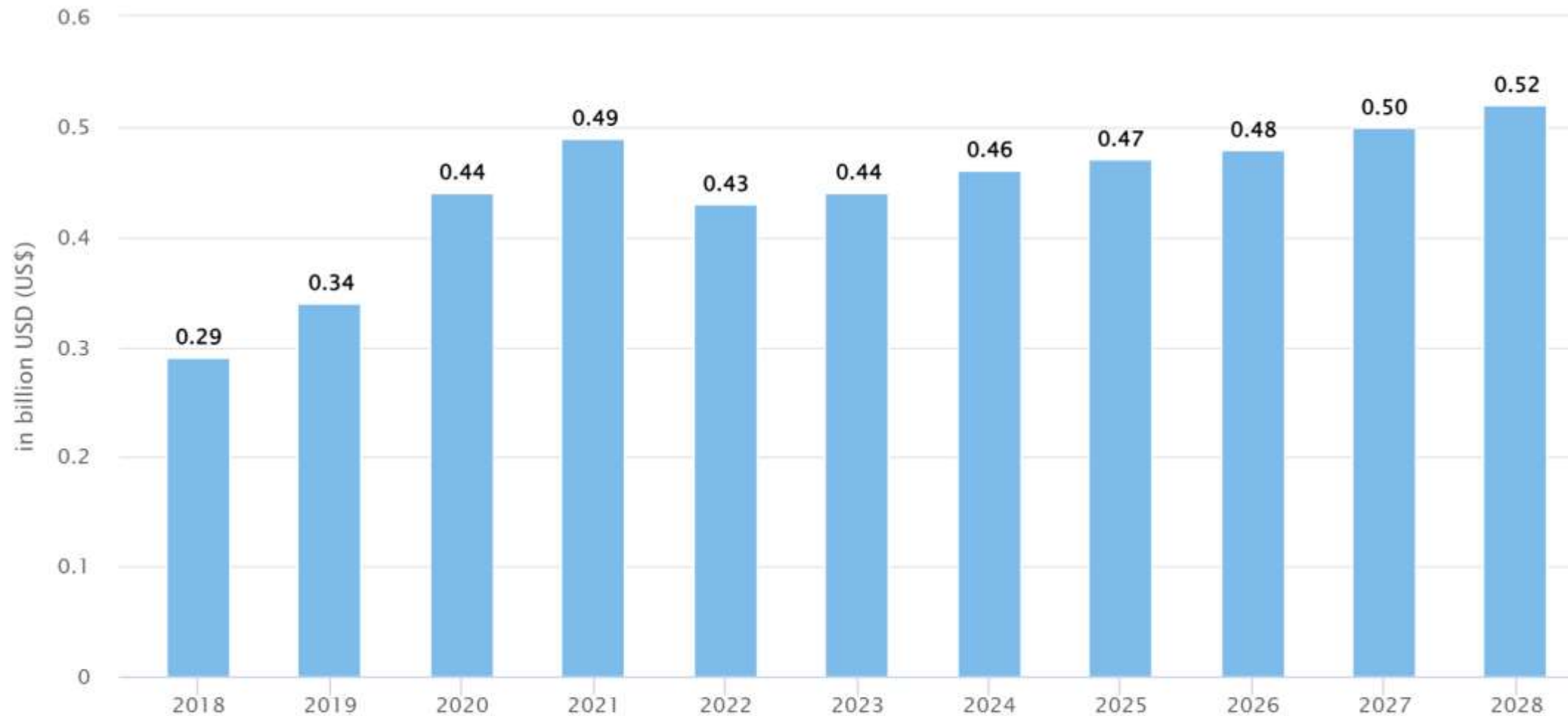
Overview of Household Cleaners Market in Egypt

Market Size

- In Egypt, the revenue in the Household Cleaners market is projected to reach US\$0.46bn in 2024.
- It is anticipated that the market will experience an annual growth rate of 3.11% (CAGR 2024-2028).
- When compared to global figures, in the United States generates the highest revenue in this market, with an estimated amount of US\$7,895m in 2024.
- Looking at the per capita perspective, in 2024, each person in Egypt generates revenues of US\$4.00.

"Due to the increasing awareness about hygiene and cleanliness, the demand for household cleaners in Egypt has witnessed a significant surge in recent years."

Overview of the Household Cleaners Egyptian Market – Market Size



Source: <https://www.statista.com/outlook/cmo/home-laundry-care/household-cleaners/egypt>

Overview of the Egyptian Market – Key players, consumer preference, and

- The market is characterized by the presence of both local and international players. Major multinational companies such as L'Oréal, Unilever, Procter & Gamble, and Colgate-Palmolive have a significant presence in Egypt, alongside local brands and manufacturers catering to diverse consumer needs. These companies compete through product innovation, branding, distribution channels, and marketing strategies
- Egyptian consumers have diverse preferences and purchasing habits influenced by cultural, economic, and social factors. While there is a growing demand for premium and imported brands, many consumers also seek value-for-money products. Factors such as fragrance, skin sensitivity, and product efficacy are important considerations for consumers when choosing home and personal care products. Additionally, there is increasing interest in natural and organic products.

Overview of the Egyptian Market

Egyptian Economic factors affecting product consumption and raw material imports.

Income Levels and Consumer Spending

population belonging to the middle- and lower-income brackets.

Exchange Rates and Import Costs

Currency devaluation or fluctuations may increase the cost of imported palm oil-based products,

Trade Policies and Tariffs

Changes in trade policies or tariff structures can impact the competitiveness of imported products compared to domestically produced alternatives

Consumer Confidence and Economic Stability

During periods of economic uncertainty, consumers may prioritize essential goods over discretionary items,

Government Policies and Regulations

Regulatory compliance requirements may affect product formulation, packaging, and marketing strategies,

Challenges and Opportunities

Regulatory Challenges

- Import Restrictions
- Certification Requirements

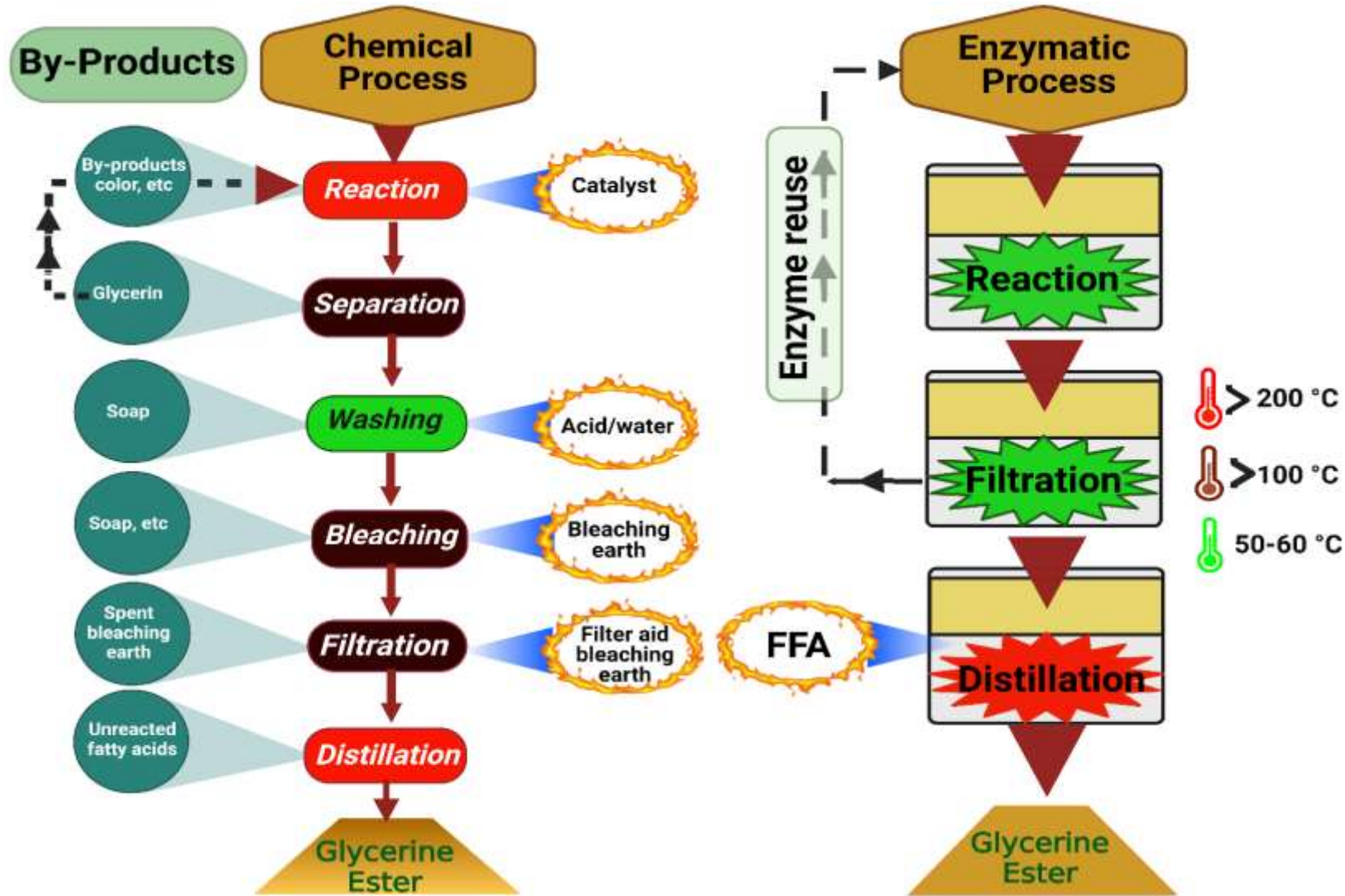
Market Opportunities

- Potential Growth Areas
- Underserved Niches

Sustainability Concerns and Eco-Friendly Products

- Opportunity for Sustainable Sourcing
- Educational Initiatives

Eco-Friendly Innovation at Oleo Misr: Our Future Clean Production Methods




Source: Mustafa, Ahmad, et al. "Has the time finally come for green oleochemicals and biodiesel production using large-scale enzyme technologies? Current status and new developments." *Biotechnology Advances* 69 (2023): 108275.

Oleo Misr's Commitment to Clean Production in Personal Care and home care

Fat Hydrolysis

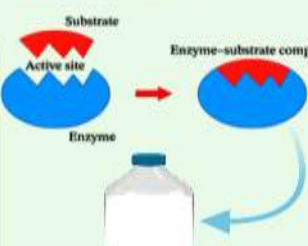
Chemical Process

- Complicated control system
- High capital investment
- Uses an elevated temperature and extremely high pressure
- Complicated safety procedures
- Dark Products



Enzymatic Process

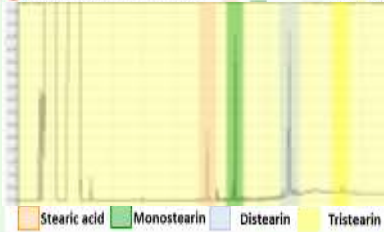
- Simple straightforward process
- Long far less in capital investment
- Uses ambient temperature
- Uses atmospheric pressure
- Yield pure products without side reactions



Esterification/Transesterification

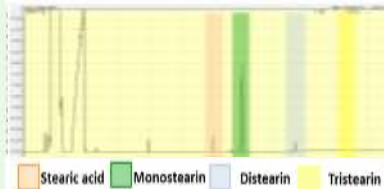
Chemical Process

- Low product yield
- Harsh conditions
- High investment
- Complicated process



Enzymatic Process

- High product yield
- Milder conditions
- Less investment
- Simple process



Chemical Process

$$\begin{array}{l}
 \text{CH}_2-\text{OH} \\
 | \\
 \text{CH}-\text{OH} \\
 | \\
 \text{CH}_2-\text{OH} \\
 \text{Glycerol}
 \end{array}
 + \text{R}-\overset{\text{O}}{\parallel}-\text{OH} \xrightarrow{\text{Fatty Acid}}
 \begin{array}{l}
 \text{CH}_2-\text{O}-\overset{\text{O}}{\parallel}-\text{R} \\
 | \\
 \text{CH}-\text{OH} \\
 | \\
 \text{CH}_2-\text{OH} \\
 \text{Monoglyceride}
 \end{array}
 + \text{H}_2\text{O}$$

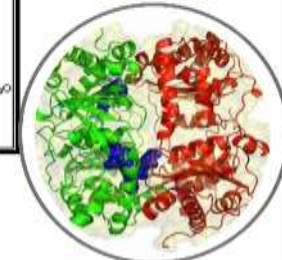

Enzymatic Process


$$\begin{array}{l}
 \text{CH}_2-\text{OH} \\
 | \\
 \text{CH}-\text{OH} \\
 | \\
 \text{CH}_2-\text{OH} \\
 \text{Glycerol}
 \end{array}
 + 2 \text{R}-\overset{\text{O}}{\parallel}-\text{OH} \xrightarrow{\text{Fatty Acid}}
 \begin{array}{l}
 \text{CH}_2-\text{O}-\overset{\text{O}}{\parallel}-\text{R} \\
 | \\
 \text{CH}-\text{O}-\overset{\text{O}}{\parallel}-\text{R} \\
 | \\
 \text{CH}_2-\text{OH} \\
 \text{Diglyceride}
 \end{array}
 + 2 \text{H}_2\text{O}$$

Enzymatic Process


$$\begin{array}{l}
 \text{CH}_2-\text{OH} \\
 | \\
 \text{CH}-\text{OH} \\
 | \\
 \text{CH}_2-\text{OH} \\
 \text{Glycerol}
 \end{array}
 + 3 \text{R}-\overset{\text{O}}{\parallel}-\text{OH} \xrightarrow{\text{Fatty Acid}}
 \begin{array}{l}
 \text{CH}_2-\text{O}-\overset{\text{O}}{\parallel}-\text{R} \\
 | \\
 \text{CH}-\text{O}-\overset{\text{O}}{\parallel}-\text{R} \\
 | \\
 \text{CH}_2-\text{O}-\overset{\text{O}}{\parallel}-\text{R} \\
 \text{Triglyceride}
 \end{array}
 + 3 \text{H}_2\text{O}$$

Specificity of lipase catalyzed reactions








No By-products



Water Reduction



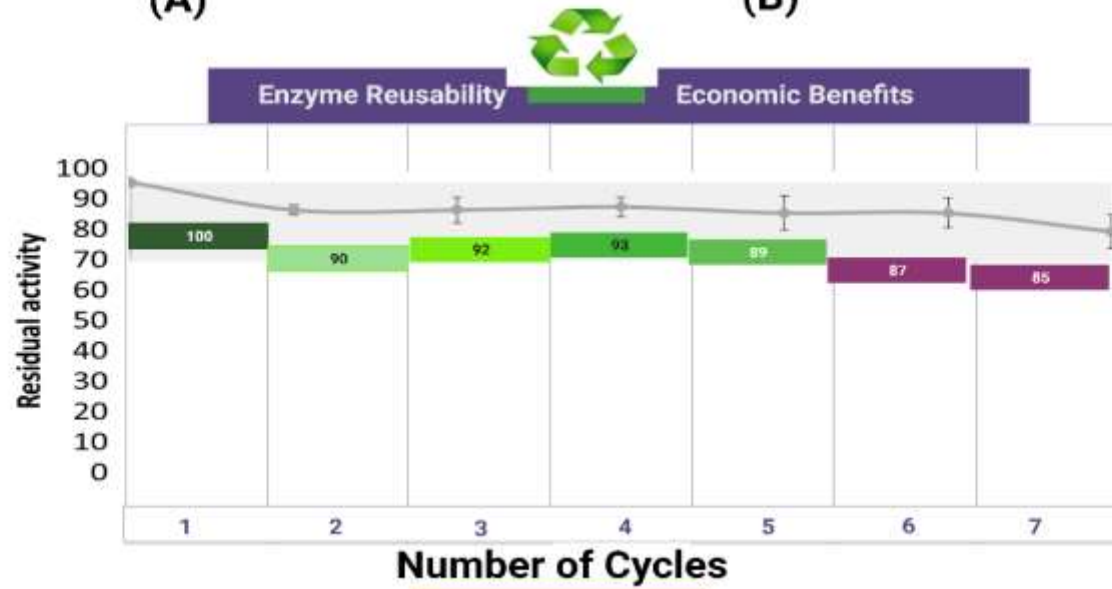
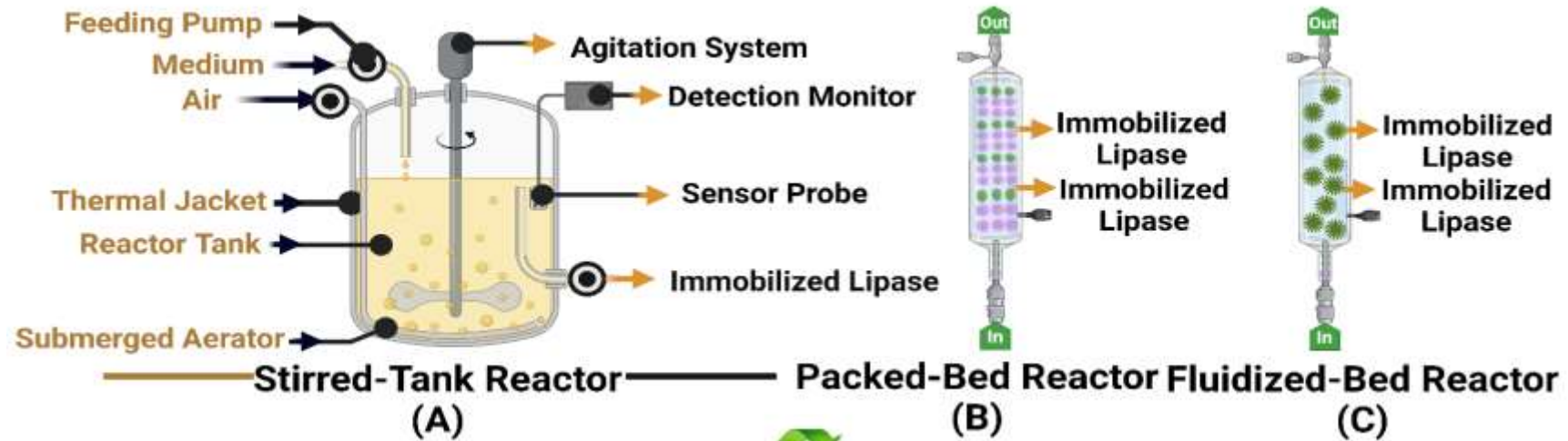
Energy Reduction



GHGs Reduction

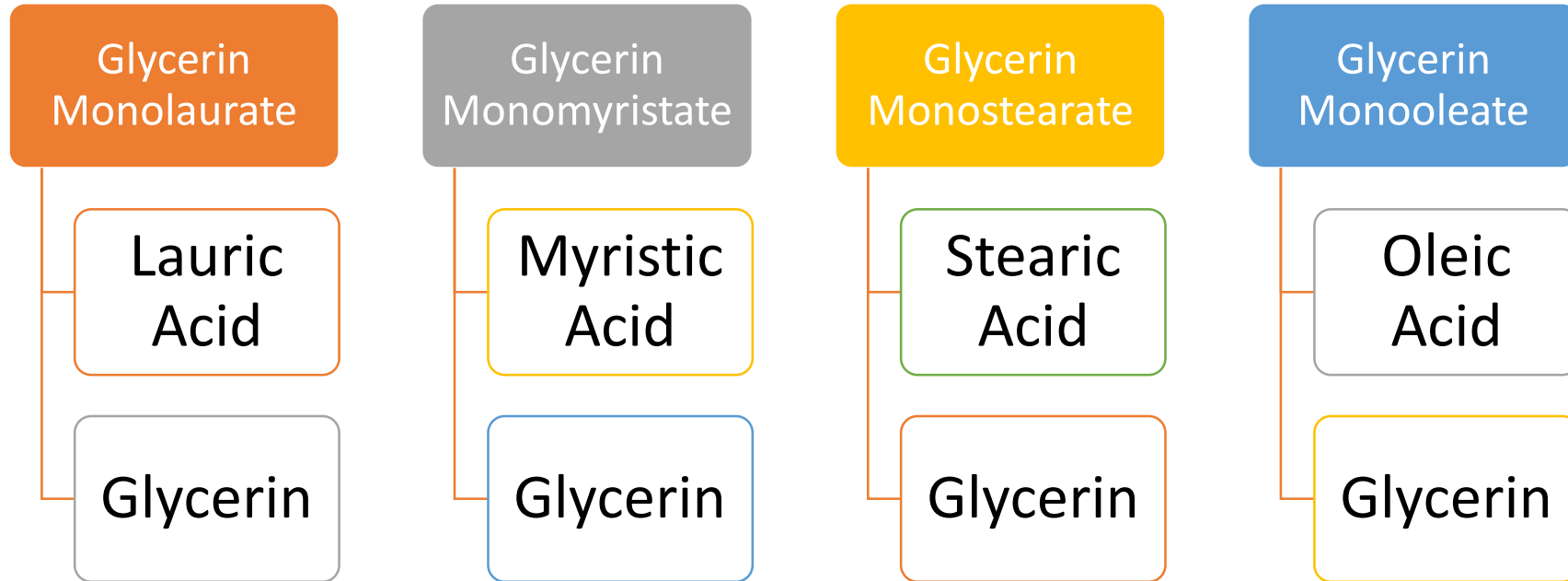
Source: Mustafa, Ahmad, et al. "Has the time finally come for green oleochemicals and biodiesel production using large-scale enzyme technologies? Current status and new developments." *Biotechnology Advances* 69 (2023): 108275.

Clean and cost effective Production of Esters in different reactor configuration

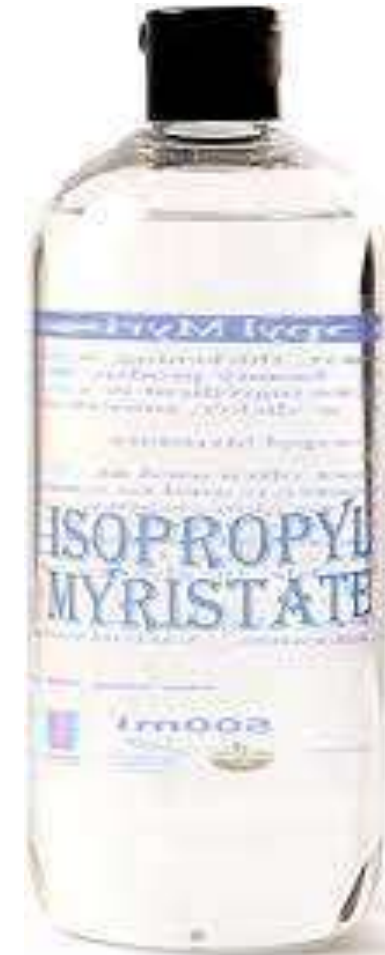
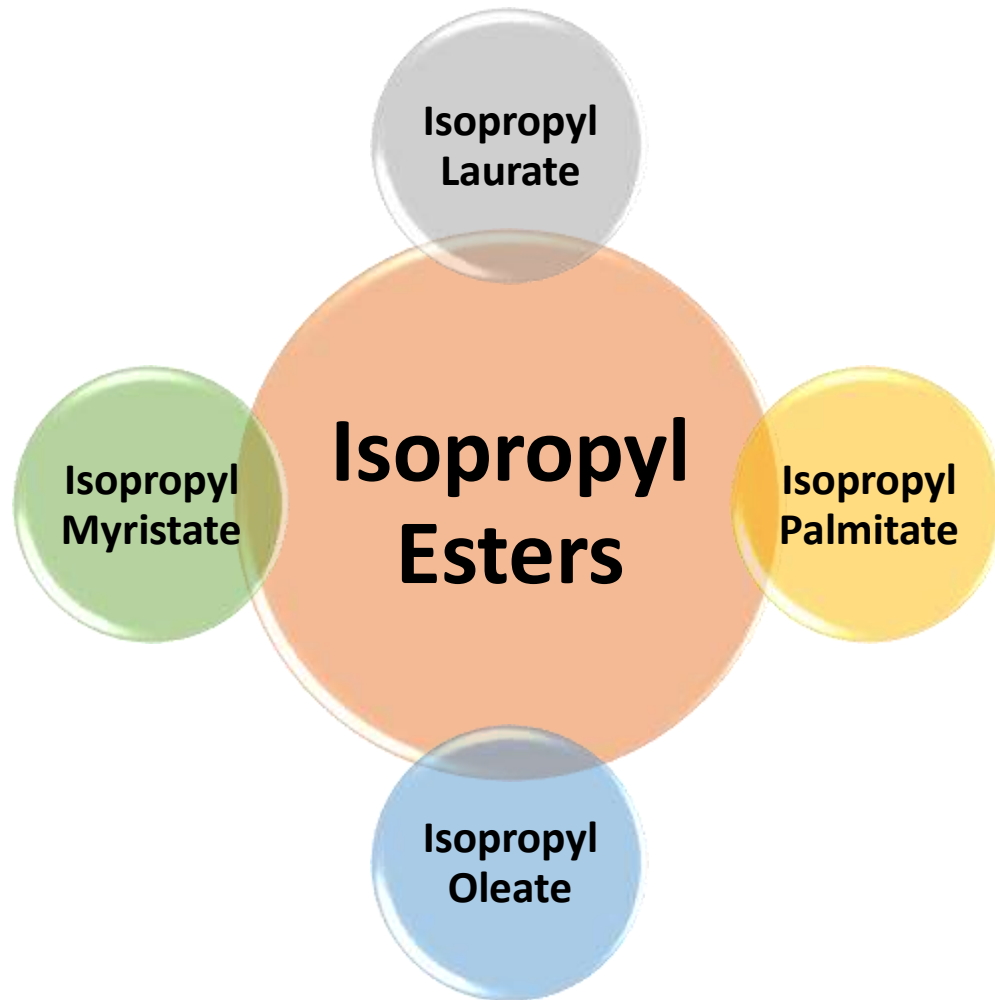


Source: Mustafa, Ahmad, et al. "Has the time finally come for green oleochemicals and biodiesel production using large-scale enzyme technologies? Current status and new developments." *Biotechnology Advances* 69 (2023): 108275.

Glycerin Esters



Isopropyl Esters



Applications



Facial Care

Sun Care

Baby Care

Body Care

Fragrances

Lubricant
additives



Conclusion and Call to Action

- The Egyptian market, with its significant population and growing preference for natural and sustainable products, presents a substantial opportunity for palm oil-based home and personal care products.
- Malaysia, as a leading producer of palm oil, is well-positioned to meet this demand through sustainable practices.
- Oleo Misr's commitment to clean production and its role in fostering the use of sustainable palm oil in the industry.

Conclusion and Call to Action

- 1. Expand Market Research:** Further investigate consumer preferences and market trends in Egypt to tailor product offerings more effectively.
- 2. Industry Associations and Trade Promotions:** Increase Malaysian-Egyptian cooperation on the level of industry and business associations.
- 3. Strengthen Supply Chains:** Develop robust partnerships with local distributors to ensure efficient supply chain management and product availability.
- 4. Increase Awareness:** Launch educational campaigns to inform consumers about the benefits of palm oil products and Oleo Misr's sustainability efforts.
- 5. Sustainability Initiatives:**
Obtain or enhance certifications from bodies like the RSPO to bolster consumer trust.
- 6. Explore New Opportunities:** Identify underserved market niches and consider expanding product lines to include them.
- 7. Collaborate with Industry Leaders & Supplier Partnerships:** Forge partnerships with other industry leaders for innovation in product development and sustainability practices.

Egyptian Olive Oil

Birthplace of olive trees and oil in Holly Books



وَشَجَرَةً تَخْرُجُ مِنْ طُورِ سَيْنَاءَ تَنْبُتُ بِالذُّهْنِ وَصَبِغٍ لِلآكِلِينَ ﴿٢٠﴾

20. And We brought forth a tree issuing from Mount Sinai which produces oil and food for the eaters

Egyptian Olive Oil Development

- Egypt is number 10 in the world's producers of olive oil.
- Spain, Italy, Turkey, Tunisia, and Greece are in the top 5.
- Benefit from the Malaysian experience in developing palm oils.
- Planting 100 million olive oil trees, developing industry, supply chains, value chains, R&D, regulations, and added value products.
- Egypt to become the third producer of olive oil after Spain and Italy.
- It provides thousands of jobs.
- Expected Revenue of 3-4 billion per year due to exports.



Global Olive Oil Production

#	Country	Production 2023-2024 (1000 tons)	Percentage (%)
1	Spain	766.40	31.4
2	Italy	288.90	11.8
3	Turkey	210.00	8.6
4	Tunisia	200.00	8.2
5	Greece	195.00	8
6	Portugal	150.00	6.1
7	Morocco	106.00	4.3
8	Syria	95.00	3.9
9	Algeria	93.00	3.8
10	Egypt	40.00	1.6



Source: <https://worldpopulationreview.com/country-rankings/olive-oil-production-by-country>

Sinai 2024



Sinai 2030



Questions & Answers

Thank You

An aerial photograph of a vast, dense plantation of palm trees, likely oil palms, stretching across the landscape. The trees are in various stages of growth, with some showing bright yellow-green fronds, suggesting a healthy and productive crop. The perspective is from a high angle, looking down on the canopy of the trees.