







The milk segment witnessed a slow performance throughout the year as sales volumes declined 19% in 2022 while revenues increased by 11%. The decline in sales volumes was expected by the management due to the great challenges facing the markets, which affected smaller players in different markets; however, the management expects the milk segment to improve in 2023 as the markets stabilize. It is important to note that the acquired market share came despite Obour Land's tough sales policies, such as cash payment policies for retailers and wholesalers, as well as other policies implemented in the white cheese segment, which usually slow down the company's growth in new markets, yet it develops a more loyal consumer base that transforms into a solid market share that is based on quality preference and not price-driven.











"Mafrooda" a new Processed Cheese product packed in 100gm Tetra Pak packages offering

several flavors.





The Juice market did not fully recover in the aftermath of the Covid-19 pandemic restrictions. The management implemented a new strategy by rebranding and changing the design of the juice products as well as reducing the size of the 250mg pack to 200mg which will reduce its price, opening new export markets and becoming more competitive in the local market. Moreover, in 2022 Obour Land introduced a new juice brand named "Lovely" which is targeting the lower income consumer segments, class C and B, with highly attractive prices. The new brand boosted the sales volumes of the juice segment to increase by more than 90% in 2022.









Certificates:









