

Pricing Report

Olive oil, virgin
FEBRUARY/2014

Pricing in Egyptian Market

Brands	Company name	Outlets	Pack size	Price (E£)
Asteria	Kavaknidis	Hypermarket	1 litres	67.0
Asteria	Kavaknidis	Supermarket	1 litres	66.7
Asteria	Kavaknidis	Supermarket	250 ml	20.2
Borges	Maceites Borges Pont SA	Hypermarket	500 ml	43.8
Borges Extra virgin	Aceites Borges Pont SA	Hypermarket	1 litres	94.8
Wadi Food	Wadi food Industries Co	Hypermarket	100 ml	8.0
Wadi Food	Wadi food Industries Co	Hypermarket	500 ml	38.3
Wadi Food	Wadi food Industries Co	Hypermarket	750 ml	54.0
Wadi Food	Wadi food Industries Co	Supermarket	250 ml	16.5
Wadi Food	Wadi food Industries Co	Supermarket	500 ml	35.0
Wadi Food	Wadi food Industries Co	Supermarket	750 ml	47.0
Wadi Food Extra virgin	Wadi food Industries Co	Hypermarket	500 ml	52.5

Table-1: Observed olive oil prices in Egypt, per brand, distribution channel, and packaging (unit) size

Source	Euromonitor
Period	2013/2014
Notes	n/a