



purpose
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1. Summary

Manny fresh milk: launched 2011

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2. Background

Daily milk market = 1.8 billion LE

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Market Growth

18% in volume

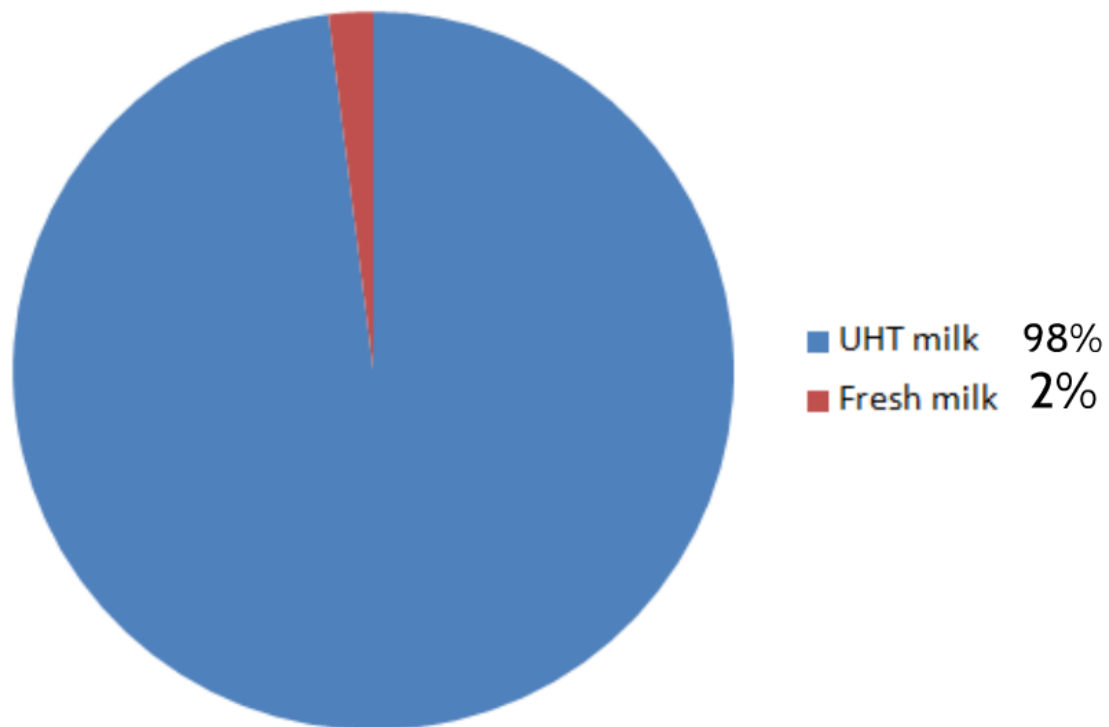
21% in value

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Price sensitive !

Dairy milk segments



Market volume share

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UHT milk

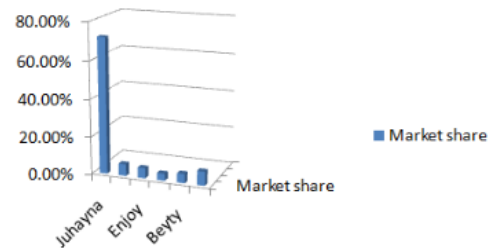
Fresh milk

Shelf life

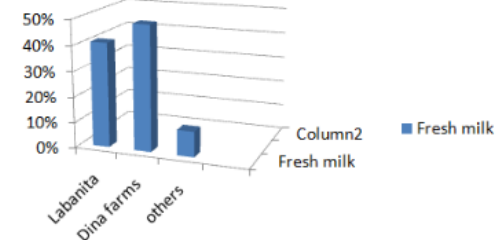
6-12 months

15 days

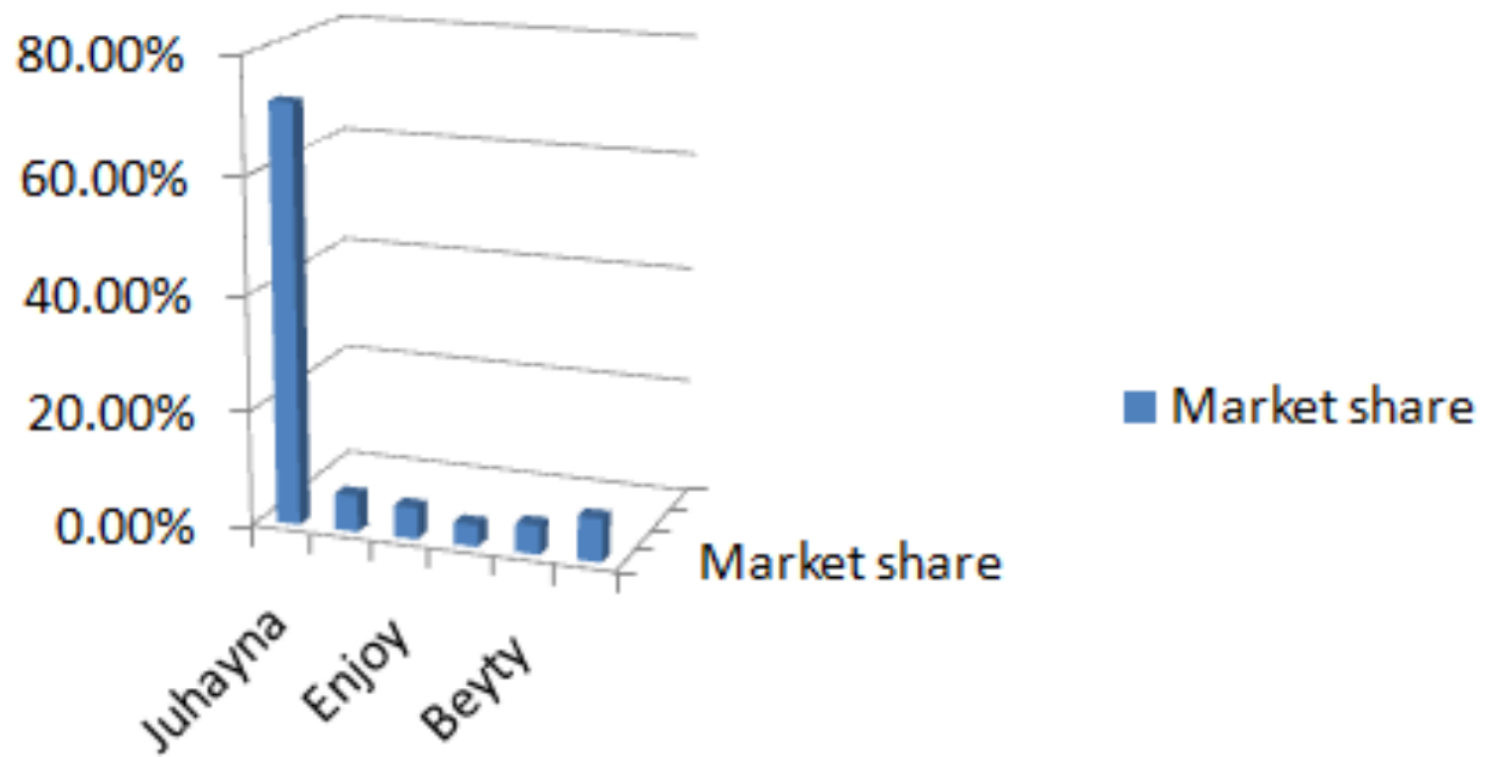
Key players



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