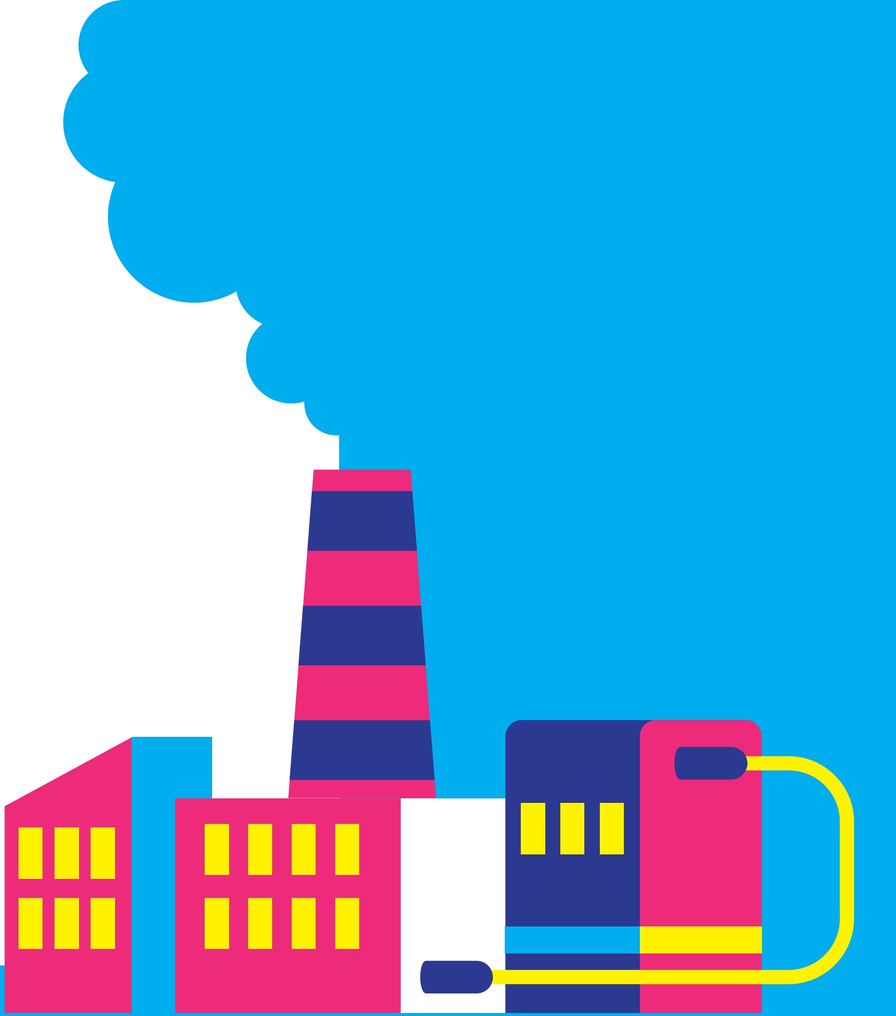
Unilever Performance in Alignment with Egypt Vision 2030



Presented by :

1- Asmaa Magdy

2- Ahmed Hossam El-din

3- Sondos Hassan

Content

01

Project Overview

Problem

Egypt Vision 2030 sets a comprehensive framework for sustainable development. The FMCG market, which accounts for approximately **30% of total retail activity in Egypt**, is a major contributor to economic and social progress. However, a unified dashboard that links FMCG market performance to Vision 2030 objectives is still missing.

Solution

create a unified visualization tool that uses **Unilever as a representative case** to evaluate how an FMCG company's financial, social, and environmental performance aligns with the pillars of Egypt Vision 2030. This approach demonstrates a scalable model that other market players can adopt.

02

FMCG Market Analysis

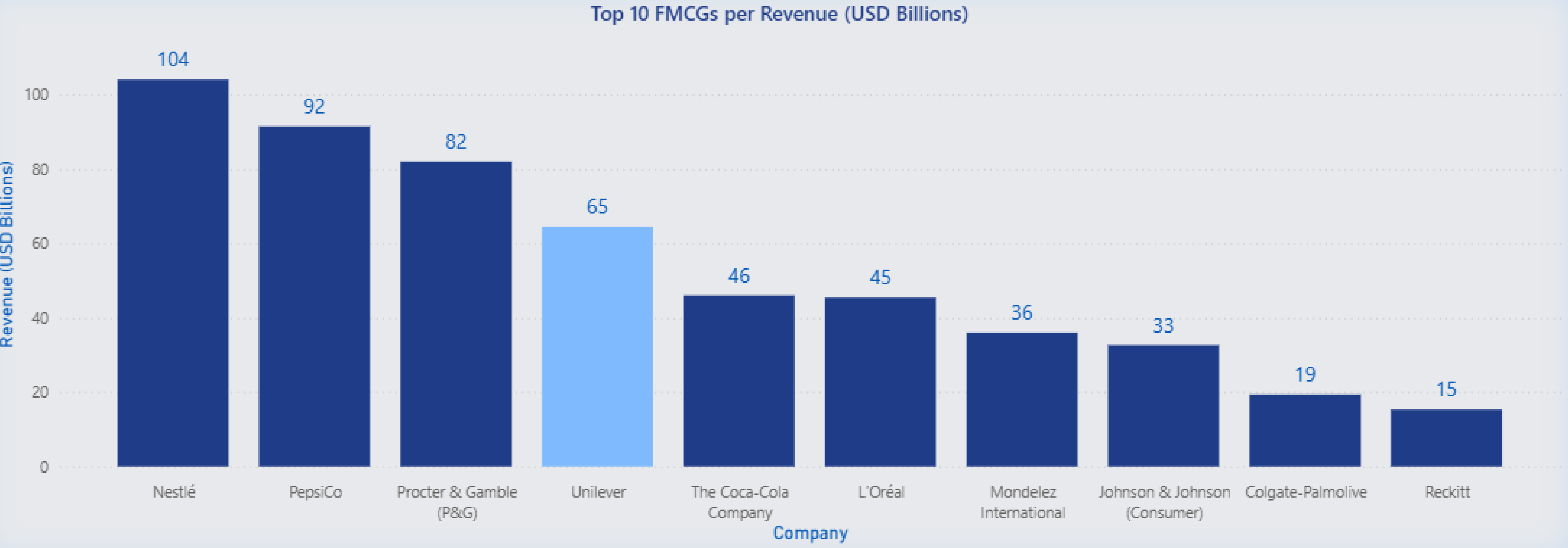
Market Analysis

- Top 10 FMCGs Company per Revenue

- Why Unilever is our Case ?
  - Volume growth
  - Emerging markets
  - Renewable Energy
  - Plastic Reduction

Unilever

FMCG Market Analysis



Company	Price Growth %	Volume Growth %	Sales Growth %	Operating Margin %	Developing Markets %%	Emerging Markets %%	Billion-Dollar Brands	Renewable Energy %	Plastic Reduc
Nestlé	5.7%	1.5%	7.2%	5.7%	57.0%	43.0%	30	90.0%	Medium
P&G	3.0%	1.0%	4.0%	3.0%	65.0%	35.0%	22	90.0%	Lower Medium
PepsiCo	2.1%	-1.0%	9.0%	2.1%	68.0%	32.0%	23	60.0%	Medium
Unilever	0.9%	3.6%	4.5%	0.9%	42.0%	58.0%	14	100.0%	High

03

Unilever Structure

Unilever Structure

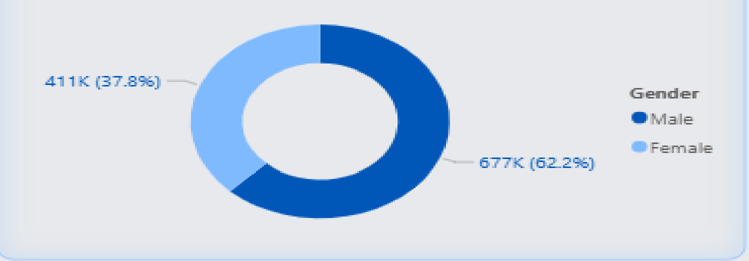
- Age Distribution
- Gender Distribution
- Region Distribution

Unilever

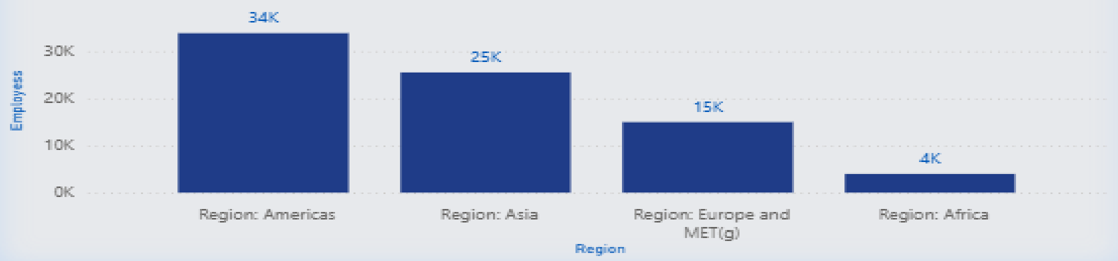
Structure

Board	Leaders	Leavers	Managers	New Joiners	Workforce

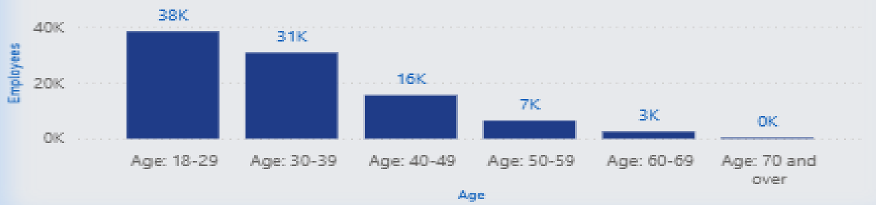
Gender Distribution



Region Distribution

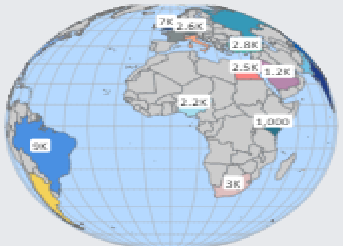


Age Distribution



Employees Time Trend

Employees Distribution



04

Business Analysis

Analysis
Beauty
Personal Care
Food & Refreshment
Home Care
Segments

Unilever Products

Unilever Products Segments

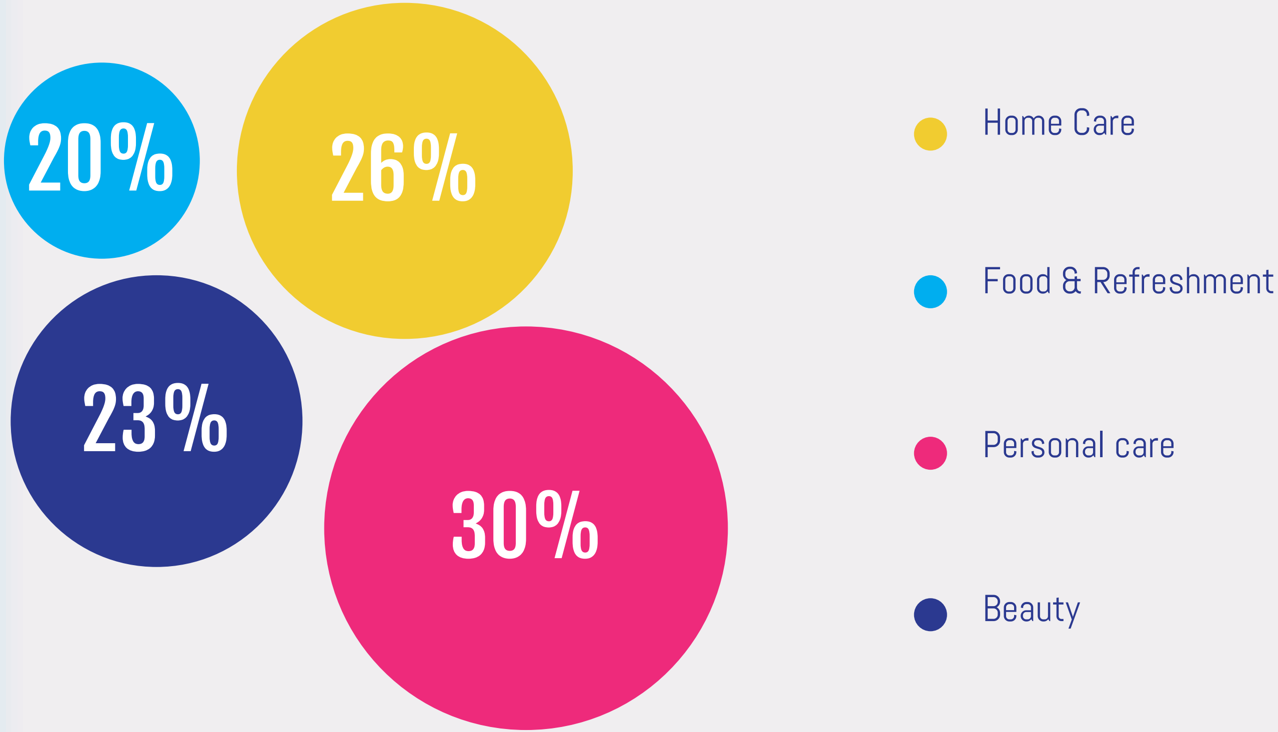
Analysis

Beauty

Personal Care

Food & Refreshment

Home Care



Segments

Analysis
Beauty
Personal Care
Food & Refreshment

Home Care
about

Analysis

Beauty

Personal Care

Foods

Home Care

Segment

Analysis

Beauty

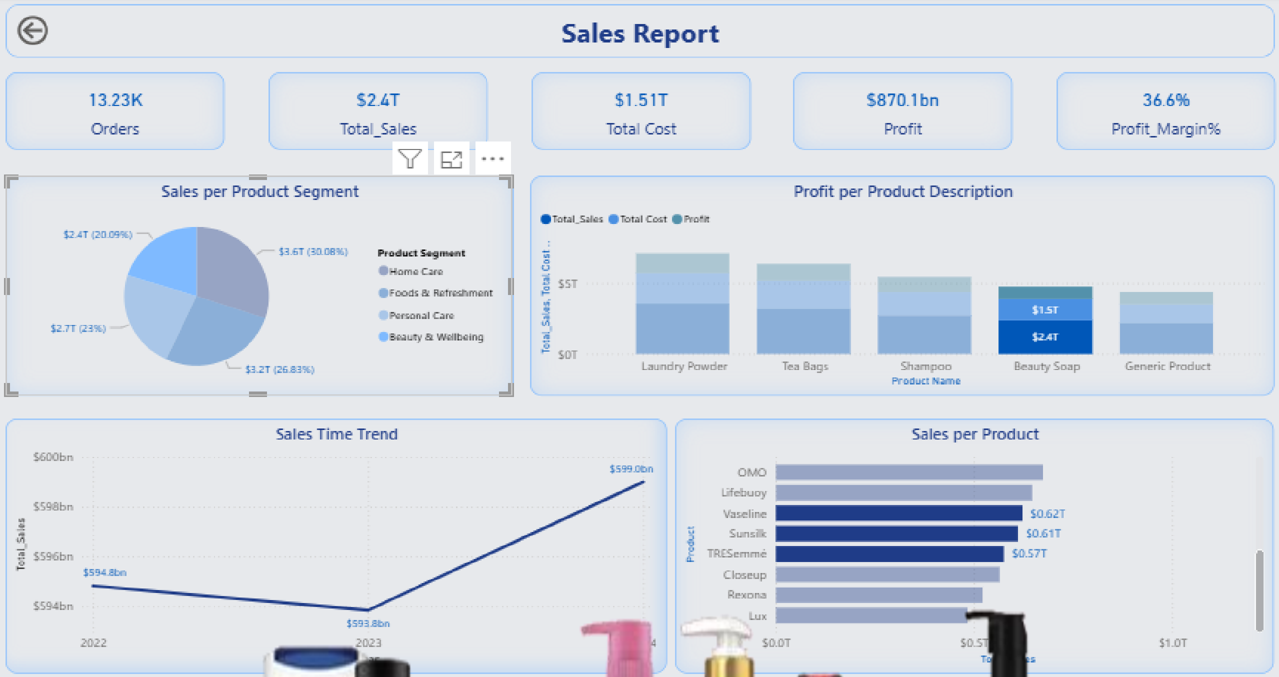
Personal Care

Foods

Home Care

Segment

Analysis



Beauty

Personal care

Food

Home care

Segment

Forecast and Seasonality

Production Date

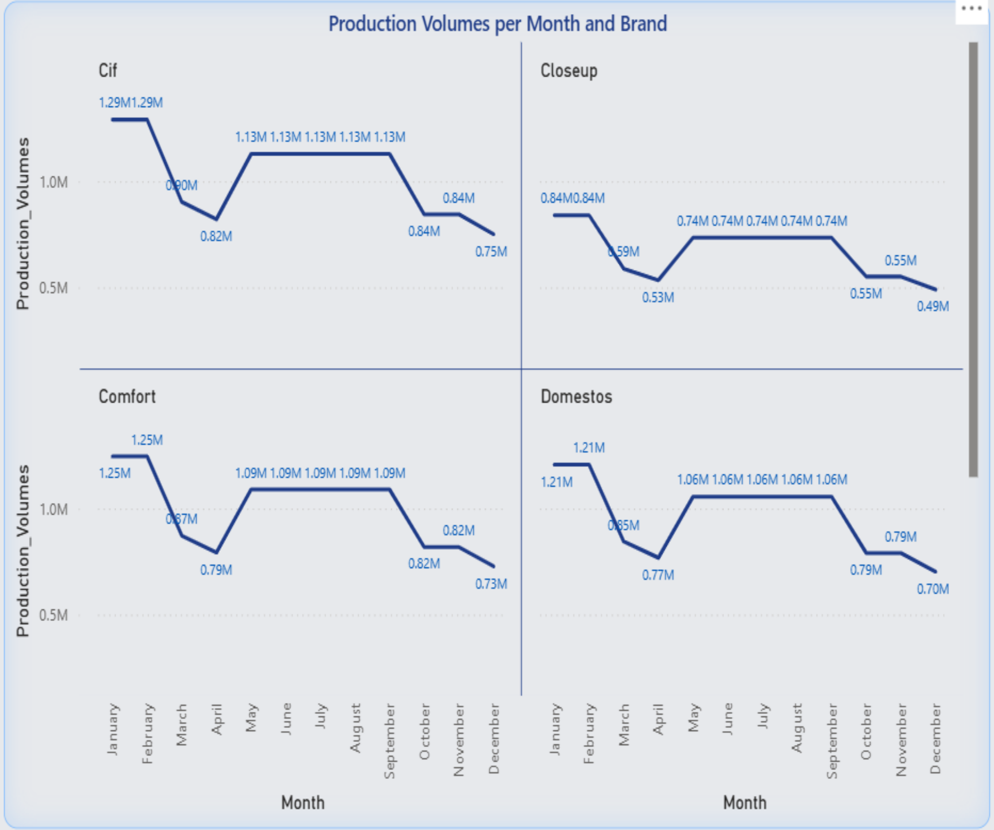
1/1/2026 12/1/2026

Segment

- Beauty & Wellbeing
- Foods & Refreshment
- Home Care
- Personal Care

Seasonality Analysis

Month	Skincare	Food	Home Care	Pe
Jan	8.82%	6.00%	7.00%	
Feb	8.82%	6.00%	7.00%	
Mar	7.84%	11.00%	10.00%	
Apr	7.84%	12.00%	11.00%	
May	7.84%	9.00%	8.00%	
Jun	7.84%	8.00%	8.00%	
Jul	7.84%	7.00%	8.00%	
Aug	7.84%	7.00%	8.00%	
Sep	7.84%	8.00%	8.00%	
Oct	8.82%	8.00%	8.00%	
Nov	9.80%	7.00%	8.00%	
Dec	8.82%	11.00%	9.00%	



Analysis

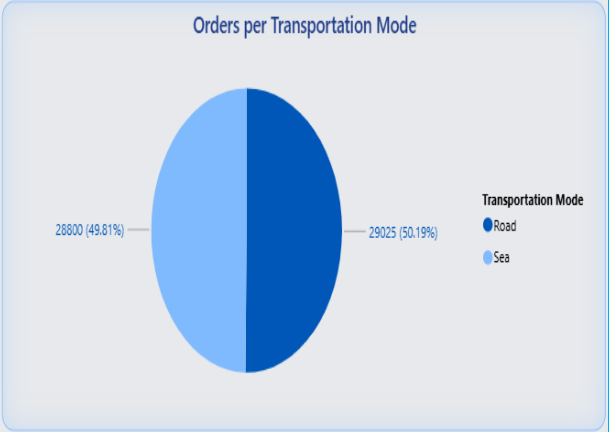
teams

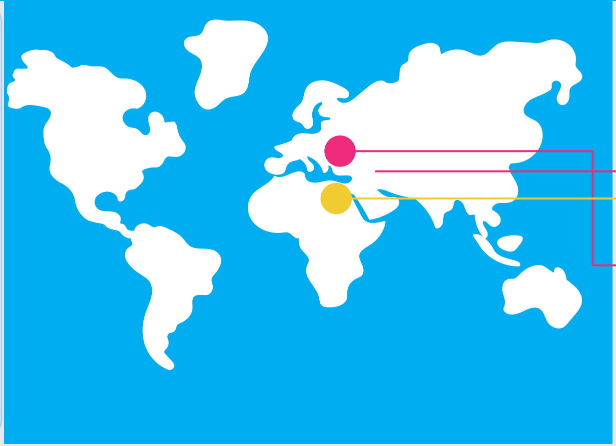
timeline

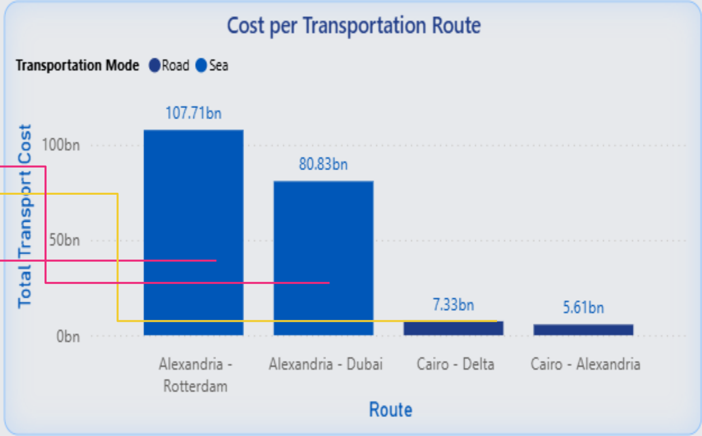
history

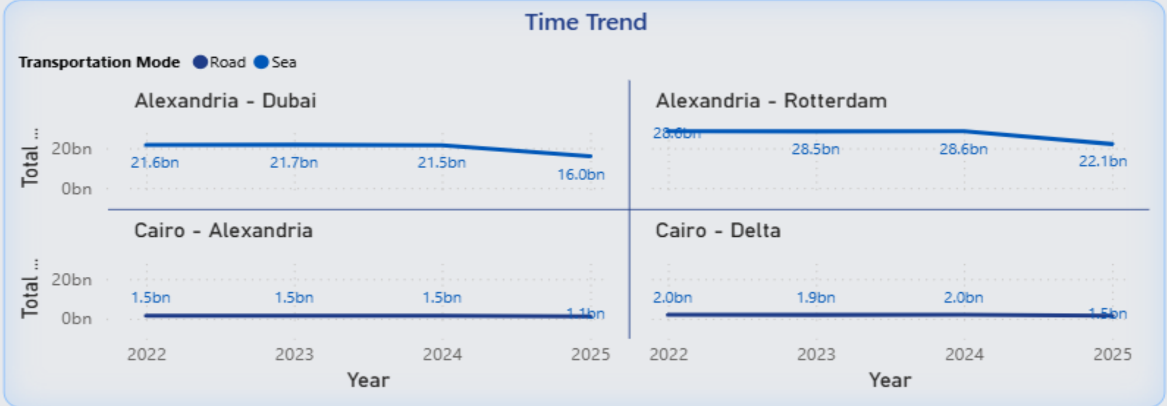
about

Transportaions









Route	Transport Cost % of Revenue	Lead time	No of orders
Cairo - Alexandria	0.21%	3.00	15075
Cairo - Delta	0.21%	3.00	13950
Alexandria - Dubai	3.40%	20.00	13230
Alexandria - Rotterdam	3.39%	20.00	15570

05 Sustainability

Sustainability

Water	Waste	Energy
54% reduction in water use	34% reduction in Waste	24% reduction in energy use

Gas Emissions	Social	Economic
74% reduction in emissions	Empowering communities and people	Strengthening supply chain livelihoods

Unilever Sustainability

Water Aspects

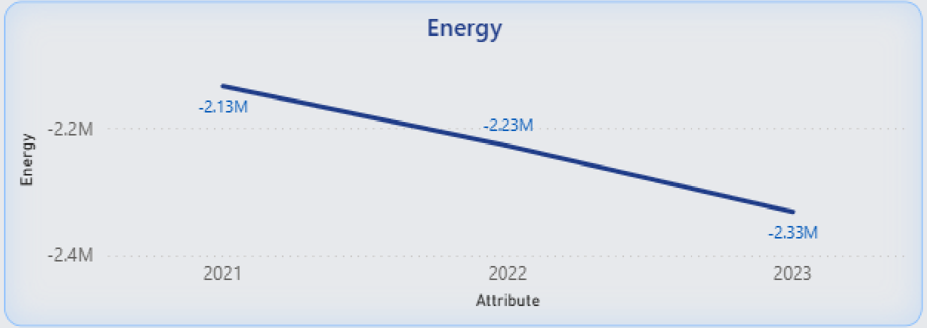
- (selected) Change in the volume of water abstracted in m3 compared to 2008
- Emissions of chemical oxygen demand (COD) in kg per tonne of production
- Percentage change in the water abstracted per tonne of production compared to 2008
- Water abstracted in m3 per tonne of production

Waste Aspects

- Change in the tonnes of total waste sent for disposal compared to 2008
- Hazardous waste in kg per tonne of production
- Non-hazardous waste in kg per tonne of production
- (selected) Total waste sent for disposal per tonne of production

Energy Aspects

- (selected) Change in the tonnes of Scope 1 and 2 CO2 from energy use (market-based) compared to 2008
- Energy use in gigajoules per tonne of production
- Percentage change in Scope 1 and 2 CO2 from energy use (market-based) per tonne of product...
- Scope 1 and 2 CO2 emissions from energy use in kg per tonne of production (market-based)
- Scope 1 and 2 CO2 emissions from energy use in tonnes (location-based)
- Scope 1 and 2 CO2 emissions from energy use in tonnes (market-based)



06

Egypt 2030 Vision

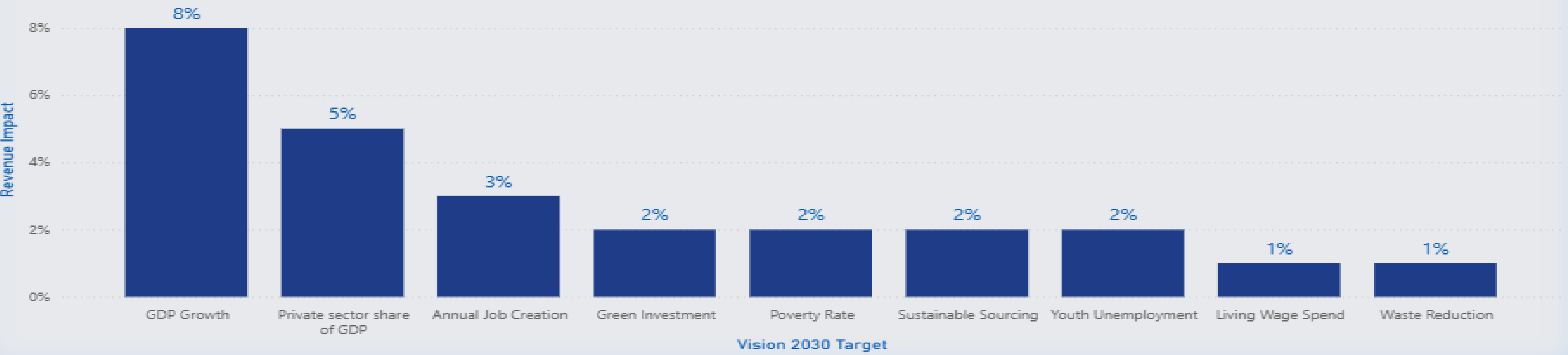
Egypt 2030 Pillars Forecasted Impact on Unilever Revenue

13%	5%	4%	4%
Economic	Enviromental	Social	Market & Consumer Opportunities

Egypt 2030 Vision

Egypt Vision / Macro Trend	What it Means	How Unilever Benefits
Annual job creation ~1.5M/year	Growing employed population and workforce	Expanding customer base with disposable income; potential new er
Falling unemployment (~6.4%) & youth employment improving (~14%)	More people with steady income	Expands market for consumer products; skilled workforce availabilit
GDP growth ~7% by 2030	Rising national income, more consumer purchasing power	Higher demand for FMCG products, revenue growth opportunities
Poverty ~30% of population	Large price-sensitive population	Opportunity for affordable product lines and social-impact product
Private-sector share of GDP ~82%	Favorable environment for private investment and business	Easier expansion of operations, supply chains, and partnerships
SME & local supply chain development	Government promoting local sourcing and business growth	Easier integration of local suppliers, reducing costs, improving supp
Sustainable development & green investments (70–75% of public investment)	National support for environmental initiatives	Unilever's sustainability programs (waste reduction, sustainable sou
Urbanization & population growth (~104M projected)	Growing cities and consumption centers	New markets for FMCG products; opportunity to expand retail reacl

Estimated Impact of Egypt Vision 2030 on Unilever Sales



Transportation Impact

Route	Est. change in revenue	CO_2 per ton-km	Est. change in lead time	change in transport cost	Fleet Uptime (%)	Inv
Cairo – Delta	+2% to +3%	-30% emissions (rail + EV trucks)	-0.18	-0.11	+8–10% uptime	-2 c
Cairo – Alexandria	+3% to +4%	-35% emissions (30% modal shift + EVs)	-0.18	-0.22	+10% uptime	-3 c
Alexandria – Rotterdam	+6% to +7%	-45% emissions (green sea fleets + EV ports)	-0.16	-0.11	+12% uptime	-7 c
Alexandria – Dubai	+5% to +6%	-40% emissions (cleaner sea + EV ports)	-0.17	-0.11	+10–12% uptime	-5 c

1. Sustainability Source : https://opennetzero.org/unilever
2. Revenue, Sales & Financial KPIs (Actual Company Data) • Source: Unilever Egypt (via parent Unilever Plc) • Links: - Unilever Annual Report 2023 - Unilever PLC Financials • Extracted: Revenue growth rates (2022–2023), FMCG segment shares. • Applied: Scaled down global revenues to Egypt operations size (~2–3% of Unilever MENA revenue).
3. Production & FMCG Market Volumes • Source: CAPMAS (Egypt Statistics) + Euromonitor FMCG Egypt reports. • Links: - CAPMAS Egypt - Euromonitor Egypt FMCG • Extracted: Packaged foods & home care market growth ~6–8% CAGR. • Applied: Monthly production volumes scaled from FMCG growth rates.
4. Transportation Modes & Costs • Source: World Bank Logistics Index, UNCTAD, Egypt news (fuel, trucking). • Links: - World Bank LPI - UNCTAD Shipping Data • Extracted: Road highest cost/kg, sea freight spike (2022–2023), air fastest but ~10× sea. • Applied: Estimated Transport cost (EGP) & Lead time (days) by mode/route.
5. Lead Times (Logistics Performance) • Source: Trading Economics + World Bank LPI 2023. • Links: - Trading Economics Egypt Logistics - World Bank LPI 2023 • Extracted: Road ~5–8 days, sea ~20–35 days, air 3–6 days. • Applied: Assigned Lead time (days) by transport mode.
6. Currency Source • Source: Central Bank of Egypt FX rates. • Links: - CBE Historical FX • Extracted: EGP baseline, inflation adjustments. • Applied: Currency_source column filled with 'CBE / Local EGP'. ■■ How I Combined the Data

Thanks