



**NEW ZEALAND**  
**FOREIGN AFFAIRS & TRADE**  
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# **Egypt Agri-Tech Landscape and Opportunities**

MARKET INTELLIGENCE REPORT

# Introduction

- Agriculture is a thriving sector in the Egyptian economy, experiencing steady growth in production and exports. It accounts for 11% of national GDP, employs around 27% of the national workforce, and takes up 14% of non-oil exports.
- Since 2018, agriculture export volumes have grown at an average annual rate of 10-15% to reach 8.6 million tons in 2025, a remarkable 72% increase from 2018. In terms of export value, agricultural exports also increased by 13.1% between 2023 and 2024. Supported by a strong export led agenda and political will to boost local production and exports, the sector expanded by 2.76% in FY 2024/25.
- In 2024, Egypt's total exports of fruits, nuts, and vegetables reached USD 4.6 billion placing Egypt among the world's leading exporters of oranges, potatoes, dried onions, and fresh strawberries (see tables below). Exports served key international markets such as Russia, Saudi Arabia, the Netherlands, the UK, the UAE, Italy, and Türkiye.

# Report

## Agri-food global significance

Egypt's agri-food exports have been increasing rapidly since 2020. In just 4 years, they witnessed 94% outstanding growth from USD 3.5 billion in 2020 to USD 6.8 billion in 2025. This marked the highest value for agri-food exports in 25 years. Egypt's agrifood exports ranged from fresh fruits (35%), fresh and frozen vegetables (25%), processed food (20%), legumes (10%) and other items (10%). Export markets include EU, GCC, North Africa, Asia, followed by North America.

The EU is Egypt's top importer of agri-food products and has been cultivating a stronger relationship with Egypt recognising the country's significant future potential. EU agri-food imports from Egypt increased 130% from EUR 1 billion four years ago to EUR 2.3 billion last year. This has encouraged international organisations such as the International Union of Food Science and Technology (IUFOST) to assign a pivotal role to Egypt in serving as a regional hub for MENA in guiding the transformation of food, agriculture and innovation. IUFOST announced that it will establish an office in Cairo to deliver capacity building and training programmes in food, innovation, and agriculture to neighbouring regions as well.

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## Agriculture sector expansion plans

The Egyptian Government has chartered expansion plans for agriculture, especially on increasing output and export values and attracting investments in the sector. The government aims to increase the output value by more than 12% in FY25/26 and raising the sector's exports' value by 20% annually until 2030. The government also targets attracting USD 3 billion investments in agriculture and irrigation with USD 2.6 billion to be mobilised through the private sector in FY25/26.

The Ministry of Planning and Economic Development has placed the agriculture sector among the top priority sectors driving Egypt's growth for the next five years. Furthermore, the Egyptian President announced that 4.67 million acres will be added to Egypt's cultivated land area in 2026 through new land reclamation projects.

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# Potential of agricultural technologies

While the agriculture sector contributes to Egypt's exports, food security, and its regional role in supplying European markets with food products, the sector is also facing some challenges. These include water scarcity, high input costs, soil salinity, vulnerability to extreme weather events, a rapidly growing population, and competition in export markets. Agricultural technologies, however, can be powerful enablers to producers and exporters in providing solutions to such obstacles. This opens the door for successful New Zealand agri-tech solution providers to offer the services that cater to the demands of the sector and solve some of its challenges. But where to begin?

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## Focus segments

New Zealand agriculture technology companies are likely best placed to focus on connecting with large scale Egyptian agricultural exporting companies. They are usually well-established, in the market for years, produce at a mass scale, with an interest in improving quality, increasing output, and decreasing costs to remain internationally competitive. This means they have the incentive, willingness and ability to invest in and adopt technologies that ultimately maximise their profitability and boost their business. We see opportunities for relevant New Zealand companies to solve some of the challenges in the sector and meet the demand of Egyptian agriculture companies. This might include precision agriculture technologies, smart irrigation and water saving technologies, soil health restoration and management, climate risk advisory technologies, yield productivity, decision support tools, farm management software, and on-farm management equipment.

This section explores existing market demand for agriculture technologies in Egypt.

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## Focus technologies and components

### **Water saving technologies and hydroponic farming**

Hydroponic farming in Egypt is becoming increasingly relevant with its water saving characteristics, fewer pesticides, and higher yield. Traditional agriculture consumes most of the country's freshwater consumption, taking up between 80-85% of the national freshwater consumption. Hydroponic farming increases yield productivity which is of high demand for a country with only 5% arable land, water scarcity, and increasing pressure on improving production to meet increasing local demand and rising export needs. With hydroponic farming, premium products are cultivated with fewer pesticides and 90% of water is saved.

While the sector lacks technological advancements needed to scale, educate and raise market awareness, and has pricing challenges, this market gap and early stage presents an entry opportunity for New Zealand companies specialised in hydroponic farming. New Zealand hydroponic companies can partner with local companies to develop localised solutions catered towards customising the technology to the Egyptian context. This partnership model is already being explored by EU countries where some aspects of the technological equipment and expertise is imported, and other parts are locally developed/ manufactured.

### **Precision agriculture and soil health**

There is demand among Egyptian exporters of agricultural products for soil salinity solutions and precision agriculture focused on farming with fewer fertilizers and increasing yield productivity. Soil salinity is a challenging issue in the Delta region where it affects around 30-40% of the soil, and in coastal zones due to seawater intrusion. It is also a challenge for reclaimed land which is often irrigated with low quality ground water leading to yield losses, reduction in soil fertility, and affecting plant growth and health. New Zealand agri-technologies focused on soil health, biological solutions for soil resilience, remote sensing, rapid soil mapping, and irrigation and drainage management are highly relevant.

### **Yield productivity and berries technology**

In 2024, Egypt's exports of citrus, potatoes and strawberries reached USD 2 billion. Citrus occupies 50% of those exports highlighting its significance, with production of berries, including fresh and frozen strawberries, on the rise. Egypt targets those exports towards EU countries and Russia and is looking to boost those exports further. However, with climate change challenges, Egypt could lose 19% of its arable land if sea levels rise 0.5 metres. New Zealand agri-tech companies can offer expertise and solutions to Egyptian companies to adopt climate-smart agriculture, technologies that improve its yield productivity, and technologies that support sustainable berry production and strengthen profit margins.

### **Soil management and climate risk advisory**

The Delta region is challenged by soil salinity, water resource stresses, extreme weather events, and soil degradation, which creates an opportunity for smart irrigation, precision irrigation, soil management and soil health technologies, as well as hydroponics. The Delta is the heart of Egypt's agriculture supplying 35% of the national food production with a particular focus on rice, wheat, citrus, and vegetables. However, due to the region's vulnerability to the effects of climate change, the Delta could experience 15-20% decline in agriculture output by 2035 if climate resilience measures are not adopted. Therefore, climate risk advisory technologies and climate smart agriculture can contribute positively to reducing output losses.

## Farm management technologies

Farm management software and technologies are likely to be useful to large scale producers and exporting farms. They fully align with the needs of such companies to gain visibility, maintain quality, improve control, and streamline management of remote plots that require regular monitoring. Sales can happen B2B or through providing authorisation to trusted Egyptian companies who would sell farm management technologies on the company's behalf. Issues with intellectual property protection may be a challenge, therefore authorised companies should be chosen carefully.

## On-farm equipment and components

Egypt imports agriculture equipment and components to meet its market demand and support its localisation efforts. In 2022, Egypt imported hand tools worth USD 9.7 million. On-farm tools and irrigation equipment, such as sensors, irrigation pipes, drip kits, valves, and spare parts, are largely imported from Asia and EU countries. There is a growing interest to localise manufacturing of agriculture machinery which requires imported components. For example, there are Egyptian companies manufacturing pivot irrigators serving large scale farms yet still import several components such as gearboxes and motors from countries, such as Türkiye and the US. This presents an opportunity for New Zealand companies exporting on-farm tools, irrigation equipment, and agriculture machinery components to gain presence in the Egyptian market.

## Biofertilizers, biopesticides and seaweed

Large scale import and export companies in Egypt are interested in importing biofertilizers, biostimulants, biopesticides, and seaweed. New Zealand seaweed particularly has been cited in agricultural fairs as extremely effective and of premium quality.

## Total fruit & nut exports (2024) = USD\$2.6 bn

Top 5 fruit exports	Value in millions (USD)	% of total fruit exports
Citrus fruit (fresh & dried)	1227.36	47.21%
Frozen fruits (strawberries & other)	424.37	16.32%
Fresh strawberries, raspberries, blackberries, currants & gooseberries	321.12	2.35%
Grapes (fresh or dried)	307.64	11.83%
Dates, figs, pineapples, avocados, guavas & mangoes (fresh or dried)	268.50	10.33%

## Total vegetable exports (2024) =USD\$2 bn

Top 5 vegetable exports	Value in millions (USD)	% of total vegetable exports
Potatoes (fresh/ chilled)	361.73	18.09%
Dried legumes	309.70	15.49%
Frozen vegetables (cooked or uncooked)	198.74	9.94%
Onions and shallots (fresh or chilled)	180.85	9.04%
Sweet potatoes	162.97	8.15%

New Zealand's top 5 imports from Egypt (YE Sept 2025)	Value in millions (m)	New Zealand's top 5 exports to Egypt (YE Sept 2025)	Value
Total	NZD\$ 29.53 m	Total	NZD\$ 339.87 m
Travel	NZD\$ 5.92 m	Dairy	NZD\$ 10.78 m
Mineral substances	NZD\$ 5.47 m	Meat and offal	NZD\$ 10.78 m
Vegetables, fruits, nuts	NZD\$ 2.2 m	Wool	NZD\$ 5.05 m
Government services	NZD\$ 2.16 m	Travel	NZD\$ 4.96 m
Ready-made garments	NZD\$ 1.68 m	Aluminium	NZD\$ 0.78 m

## Overview

Agriculture land in Egypt is divided across four regions: Delta, North Coast, Upper Egypt, and Desert land. Each region has its favourable conditions to grow specific crops but also faces challenges.

### The Delta

Responsible for at least 35% of national food production and characterised by its fertile soil and extensive irrigation networks. Ideal for cultivating rice, wheat, citrus fruits, and vegetables. However, it is challenged by soil salinity and flooding.

## **The North Coast**

Accounts for 9-12% of national food production and renowned for being a vital region for exports. A strategic node in Egypt's agribusiness value chain and has a growing number of agri-technology experimentation zones. Ideal for growing horticulture, dates, olives, figs, and medicinal herbs. However, it is susceptible to drought, shifting rainfall patterns, and seawater intrusion.

## **Upper Egypt**

Represents 27% of Egypt's agricultural land. The region is specialised in cultivating sugarcane, tomatoes, maize, and horticultural crops. It is prone to heatwaves and drought spells.

## **Desert Region**

Comprises 90% of Egypt's total land mass. Is ideal for growing palm dates, wheat, and barley. It faces water scarcity and heat challenges.

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