

A. Juhayna needs to ensure compliance while balancing profitability and sustainability. Economic Instability One of the most significant challenges Juhayna faces is economic instability, particularly in Egypt, where inflation rates and currency fluctuations have been prevalent in recent years. Additionally, there is increasing pressure on businesses to adopt sustainable practices, particularly in areas like packaging, water usage, and carbon emissions. Additionally, consumer awareness about nutrition and food safety is on the rise, prompting Juhayna to adapt its product formulations and marketing strategies. Political instability and global events (e.g., the COVID-19 pandemic) have exacerbated these disruptions, affecting production timelines, distribution, and overall cost efficiency. C. Changing Consumer Preferences Consumer preferences in the food and beverage sector are constantly evolving, with an increasing demand for healthier, organic, and natural products.