

Beer in Egypt

Market Direction | 2022-07-08 | 27 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Beer continued to lead sales of alcoholic drinks in Egypt in 2021. Being among the cheapest and most available products in the category, especially in on-trade establishments where other alcoholic drinks are relatively more expensive, ensures the top spot for beer. The culture of drinking beer over other drinks in bars continues to grow in the country amongst the younger generations as a result of its relatively lower price and ease of purchase.

Euromonitor International's Beer in Egypt report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Beer market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Beer in Egypt
Euromonitor International
July 2022

List Of Contents And Tables

BEER IN EGYPT

KEY DATA FINDINGS

2021 DEVELOPMENTS

Beer continues to lead, with larger sizes and stronger variants in demand in 2021

Pepsi-Cola Egypt and Al-Ahram Beverages Company enter into a sale and resale agreement in 2021

Al Ahram Beverages continues to dominate beer

PROSPECTS AND OPPORTUNITIES

Greater accessibility of both alcoholic and non alcoholic beers

Competitive stagnation in beer expected

Demand for larger size, and non alcoholic beer will continue to grow

CATEGORY BACKGROUND

Lager price band methodology

Summary 1 Lager by Price Band 2021

CATEGORY DATA

Table 1 Sales of Beer by Category: Total Volume 2016-2021

Table 2 Sales of Beer by Category: Total Value 2016-2021

Table 3 Sales of Beer by Category: % Total Volume Growth 2016-2021

Table 4 Sales of Beer by Category: % Total Value Growth 2016-2021

Table 5 Sales of Beer by Off-trade vs On-trade: Volume 2016-2021

Table 6 Sales of Beer by Off-trade vs On-trade: Value 2016-2021

Table 7 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 8 Sales of Beer by Off-trade vs On-trade: % Value Growth 2016-2021

Table 9 Sales of Beer by Craft vs Standard 2016-2021

Table 10 □GBO Company Shares of Beer: % Total Volume 2017-2021

Table 11 □NBO Company Shares of Beer: % Total Volume 2017-2021

Table 12 □LBN Brand Shares of Beer: % Total Volume 2018-2021

Table 13 □Forecast Sales of Beer by Category: Total Volume 2021-2026

Table 14 □Forecast Sales of Beer by Category: Total Value 2021-2026

Table 15 □Forecast Sales of Beer by Category: % Total Volume Growth 2021-2026

Table 16 □Forecast Sales of Beer by Category: % Total Value Growth 2021-2026

CHART 1 Alcoholic Drinks Off-Trade Volume Sales Growth Scenarios: 2019-2026

CHART 2 Alcoholic Drinks On-Trade Volume Sales Growth Scenarios: 2019-2026

CHART 3 Alcoholic Drinks Impact of Soft Drivers on Off-Trade Volume Sales: 2019-2026

CHART 4 Alcoholic Drinks Impact of Soft Drivers on On-Trade Volume Sales: 2019-2026

ALCOHOLIC DRINKS IN EGYPT

EXECUTIVE SUMMARY

Alcoholic drinks in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Summary 2 Number of On-trade Establishments by Type 2015-2021

TAXATION AND DUTY LEVIES

Summary 3 Taxation and Duty Levies on Alcoholic Drinks 2021

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

MARKET INDICATORS

Table 17 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

MARKET DATA

Table 18 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 19 Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 20 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 21 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 22 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

Table 25 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

Table 26 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

Table 27 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

Table 28 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2021

Table 29 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

Table 30 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

Table 31 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

Table 32 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 4 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Beer in Egypt

Market Direction | 2022-07-08 | 27 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-08"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com