

Rtds in Egypt

Market Direction | 2022-07-08 | 23 pages | Euromonitor

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Report description:

RTDs recorded double-digit growth in 2021 as on-trade sales recovered with the lifting of COVID-19 restrictions on on-trade outlets in the year. The category also benefited from the introduction of new products and flavours, which increased the product choice for consumers. New product launches have been key to attracting customers over the review period in order to stimulate consumer interest in the category.

Euromonitor International's RTDs 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: Malt-based RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

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

Why buy this report?

- * Get a detailed picture of the RTDs 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.

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Table of Contents:

Rtds in Egypt
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List Of Contents And Tables

RTDS IN EGYPT

KEY DATA FINDINGS

2021 DEVELOPMENTS

Lifting of on-trade restrictions and new launches benefit RTDs in 2021

Gin-based RTDs increasingly popular

Al Ahram Beverages continues to dominate RTDs thanks to a monopoly in the category

PROSPECTS AND OPPORTUNITIES

Innovation and rising westernisation expected to drive future sales

Culture of consuming RTD products is growing in Egypt

Social media will continue to be important for brand promotion

CATEGORY DATA

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

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

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

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

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

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

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

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

Table 9 GBO Company Shares of RTDs: % Total Volume 2017-2021

Table 10 □NBO Company Shares of RTDs: % Total Volume 2017-2021

Table 11 □LBN Brand Shares of RTDs: % Total Volume 2018-2021

Table 12 □Forecast Sales of RTDs by Category: Total Volume 2021-2026

Table 13 □Forecast Sales of RTDs by Category: Total Value 2021-2026

Table 14 □Forecast Sales of RTDs by Category: % Total Volume Growth 2021-2026

Table 15 □Forecast Sales of RTDs 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

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

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Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Summary 1 Number of On-trade Establishments by Type 2015-2021

TAXATION AND DUTY LEVIES

Summary 2 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 16 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

MARKET DATA

Table 17 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

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

Table 19 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

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

Table 21 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

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

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

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

Table 25 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

Table 26 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

Table 27 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2021

Table 28 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

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

Table 30 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

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

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SOURCES

Summary 3 Research Sources

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