

## **Spirits in Egypt**

Market Direction | 2022-07-08 | 30 pages | Euromonitor

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### **Report description:**

In 2021, spirits continued to gain more popularity as product availability widened and the cocktail-making trend continued to rise. This has affected sales within spirits compared with RTDs. There remains a perception that locally produced spirits are of lower quality; however, they are increasingly accepted by more Egyptians for making cocktails.

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- \* Get a detailed picture of the Spirits 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.

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##### KEY DATA FINDINGS

##### 2021 DEVELOPMENTS

Increased availability and cocktail trend drive growth in 2021

Whisky and white spirits continue to lead sales in 2021

Al Ahram Beverages leads, offering a wide product range in Egypt

##### PROSPECTS AND OPPORTUNITIES

Demand for spirits set to grow due to cocktail trend and retail expansion

Sponsorship will remain important in spirits

Growth constrained by duty free and black market sales

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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## EXECUTIVE SUMMARY

Alcoholic drinks in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

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