

Wine in Egypt

Market Direction | 2022-07-08 | 29 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

2021 witnessed a growth in demand for wine in Egypt due to multiple developments within the category. From new product developments to increasing health awareness, sales were boosted and wine recorded the strongest growth in alcoholic drinks in the year. Al Ahram Beverages, for instance, introduced a couple of wine brands such as 365 & Belle Vie. The former brand has a lower alcohol content to appeal to health-conscious consumers, and comes in a convenient and easy-to-open screw top bottle.

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

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

Why buy this report?

- * Get a detailed picture of the Wine 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@scott-international.com

www.scott-international.com

Table of Contents:

Wine in Egypt
Euromonitor International
July 2022

List Of Contents And Tables

WINE IN EGYPT

KEY DATA FINDINGS

2021 DEVELOPMENTS

New products and rising health awareness ensure strong growth for wine in 2021

Premiumisation is also driving the category

Al Ahram Beverages leads wine due to its wide portfolio of brands

PROSPECTS AND OPPORTUNITIES

Stronger demand for wine thanks to new products and wine types

Westernisation will continue to drive sales of wine

Premiumisation set to continue as prices increase

CATEGORY DATA

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

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

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

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

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

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

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

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

Table 9 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2016-2021

Table 10 □Sales of Still Rose Wine by Price Segment: % Off-trade Volume 2016-2021

Table 11 □Sales of Still White Wine by Price Segment: % Off-trade Volume 2016-2021

Table 12 □Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2016-2021

Table 13 □GBO Company Shares of Still Light Grape Wine: % Total Volume 2017-2021

Table 14 □NBO Company Shares of Still Light Grape Wine: % Total Volume 2017-2021

Table 15 □LBN Brand Shares of Still Light Grape Wine: % Total Volume 2018-2021

Table 16 □GBO Company Shares of Champagne: % Total Volume 2017-2021

Table 17 □NBO Company Shares of Champagne: % Total Volume 2017-2021

Table 18 □LBN Brand Shares of Champagne: % Total Volume 2018-2021

Table 19 □GBO Company Shares of Other Sparkling Wine: % Total Volume 2017-2021

Table 20 □NBO Company Shares of Other Sparkling Wine: % Total Volume 2017-2021

Table 21 □LBN Brand Shares of Other Sparkling Wine: % Total Volume 2018-2021

Table 22 □GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2017-2021

Table 23 □NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2017-2021

Table 24 □LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2018-2021

Table 25 □Forecast Sales of Wine by Category: Total Volume 2021-2026

Table 26 □Forecast Sales of Wine by Category: Total Value 2021-2026

Table 27 □Forecast Sales of Wine by Category: % Total Volume Growth 2021-2026

Table 28 □Forecast Sales of Wine by Category: % Total Value Growth 2021-2026

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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

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

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 29 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

MARKET DATA

Table 30 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 31 Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 32 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 33 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 34 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 35 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 36 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

Table 37 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

Table 38 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

Table 39 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

Table 40 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2021

Table 41 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

Table 42 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

Table 43 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

Table 44 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

DISCLAIMER

SOURCES

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Wine in Egypt

Market Direction | 2022-07-08 | 29 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