

Concentrates in Egypt

Market Direction | 2022-12-08 | 29 pages | Euromonitor

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Report description:

Following a marginal decline in 2021, concentrates is poised to record modest growth in off-trade volume terms in 2022. Demand has been bolstered by heightened budget-consciousness among Egyptians amidst rapidly rising inflation and falling purchasing power, as these products are relatively inexpensive and considered to offer good value for money. An increase in price-based promotional activity by manufacturers and retailers in response to challenging economic conditions has reinforced their app...

Euromonitor International's Concentrates 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, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- * Get a detailed picture of the Concentrates 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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Rising health-consciousness continues to erode appeal of concentrates

Tang and Vitrac remain Egypt's most popular concentrates brands

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Liquid concentrates expected to be the fastest developing category

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