

Juice in Egypt

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

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Report description:

With inflation spiralling due to the depreciation of the Egyptian pound, import restrictions and supply chain pressures linked to the global recovery from the pandemic and Russia's invasion of Ukraine, retail unit prices for most juice brands have risen in 2022. For example, early in the year prices for 220ml bottles of popular brands such as Juhayna and Almari went up by around 75 piasters. Despite falling purchasing power among consumers, this trend has not had a noticeably negative impact on...

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- * Get a detailed picture of the Juice 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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Euromonitor International
December 2022

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Off-trade juice consumption remains stable despite price increases

Soudancoro begins domestic production of Suntop at new facility in Port Said

Producers seek to attract consumers with new packaging and label designs

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