

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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Table of Contents:

Juice in Egypt
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List Of Contents And Tables

JUICE IN EGYPT

KEY DATA FINDINGS

2022 DEVELOPMENTS

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

PROSPECTS AND OPPORTUNITIES

Rising health awareness will continue to boost juice consumption

Need to mitigate cost increases likely to prompt strategic changes

Price competition expected to intensify

CATEGORY DATA

Table 1 Off-trade Sales of Juice by Category: Volume 2017-2022

Table 2 Off-trade Sales of Juice by Category: Value 2017-2022

Table 3 Off-trade Sales of Juice by Category: % Volume Growth 2017-2022

Table 4 Off-trade Sales of Juice by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Off-trade Juice: % Volume 2018-2022

Table 6 LBN Brand Shares of Off-trade Juice: % Volume 2019-2022

Table 7 NBO Company Shares of Off-trade Juice: % Value 2018-2022

Table 8 LBN Brand Shares of Off-trade Juice: % Value 2019-2022

Table 9 Forecast Off-trade Sales of Juice by Category: Volume 2022-2027

Table 10 □Forecast Off-trade Sales of Juice by Category: Value 2022-2027

Table 11 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2022-2027

Table 12 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2022-2027

SOFT DRINKS IN EGYPT

EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022

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Table 22 ☐Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022

Table 23 ☐Off-trade Sales of Soft Drinks by Category: Value 2017-2022

Table 24 ☐Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022

Table 25 ☐Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022

Table 26 ☐Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022

Table 27 ☐NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022

Table 28 ☐LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022

Table 29 ☐NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022

Table 30 ☐LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022

Table 31 ☐Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022

Table 32 ☐Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022

Table 33 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027

Table 34 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027

Table 35 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027

Table 36 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027

Table 37 ☐Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027

Table 38 ☐Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027

Table 39 ☐Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027

Table 40 ☐Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027

Table 41 ☐Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027

Table 42 ☐Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

APPENDIX

Fountain sales in Egypt

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SOURCES

Summary 1 Research Sources

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