

Tea in Egypt

Market Direction | 2022-12-06 | 19 pages | Euromonitor

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Report description:

Retail volume sales of tea in Egypt declined in 2021 after consumers began to resume their normal routines and spend less time at home following the easing of restrictions previously imposed to curb the spread of COVID-19. The category has shown a robust return to growth in this respect in 2022, even as unit prices have risen substantially due to a steep drop in the value of the Egyptian pound and factors linked to the global rebound from the pandemic and Russia's invasion of Ukraine.

Euromonitor International's Tea 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: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other Tea.

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

Why buy this report?

- * Get a detailed picture of the Tea 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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TEA IN EGYPT

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Organic products continue to gain popularity and shelf space

El Arosa and Lipton Yellow Label remain the top two brands

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Loose black tea will remain the largest and fastest developing category

El Arosa likely to strengthen its already commanding lead

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