

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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Table of Contents:

Tea in Egypt
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List Of Contents And Tables

TEA IN EGYPT

KEY DATA FINDINGS

2022 DEVELOPMENTS

Price-based promotions help to mitigate impact of soaring inflation

Organic products continue to gain popularity and shelf space

El Arosa and Lipton Yellow Label remain the top two brands

PROSPECTS AND OPPORTUNITIES

Population growth and traditional consumption habits will buoy demand

Loose black tea will remain the largest and fastest developing category

El Arosa likely to strengthen its already commanding lead

CATEGORY DATA

Table 1 Retail Sales of Tea by Category: Volume 2017-2022

Table 2 Retail Sales of Tea by Category: Value 2017-2022

Table 3 Retail Sales of Tea by Category: % Volume Growth 2017-2022

Table 4 Retail Sales of Tea by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Tea: % Retail Value 2018-2022

Table 6 LBN Brand Shares of Tea: % Retail Value 2019-2022

Table 7 Forecast Retail Sales of Tea by Category: Volume 2022-2027

Table 8 Forecast Retail Sales of Tea by Category: Value 2022-2027

Table 9 Forecast Retail Sales of Tea by Category: % Volume Growth 2022-2027

Table 10 □Forecast Retail Sales of Tea by Category: % Value Growth 2022-2027

HOT DRINKS IN EGYPT

EXECUTIVE SUMMARY

Hot drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for hot drinks?

MARKET DATA

Table 11 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2017-2022

Table 12 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2017-2022

Table 13 Retail Sales of Hot Drinks by Category: Volume 2017-2022

Table 14 Retail Sales of Hot Drinks by Category: Value 2017-2022

Table 15 Retail Sales of Hot Drinks by Category: % Volume Growth 2017-2022

Table 16 Retail Sales of Hot Drinks by Category: % Value Growth 2017-2022

Table 17 Foodservice Sales of Hot Drinks by Category: Volume 2017-2022

Table 18 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2017-2022

Table 19 Total Sales of Hot Drinks by Category: Total Volume 2017-2022

Table 20 □Total Sales of Hot Drinks by Category: % Total Volume Growth 2017-2022

Table 21 □NBO Company Shares of Hot Drinks: % Retail Value 2018-2022

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Table 22 ☐LBN Brand Shares of Hot Drinks: % Retail Value 2019-2022
Table 23 ☐Retail Distribution of Hot Drinks by Format: % Volume 2017-2022
Table 24 ☐Retail Distribution of Hot Drinks by Format and Category: % Volume 2022
Table 25 ☐Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2022-2027
Table 26 ☐Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2022-2027
Table 27 ☐Forecast Retail Sales of Hot Drinks by Category: Volume 2022-2027
Table 28 ☐Forecast Retail Sales of Hot Drinks by Category: Value 2022-2027
Table 29 ☐Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2022-2027
Table 30 ☐Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2022-2027
Table 31 ☐Forecast Foodservice Sales of Hot Drinks by Category: Volume 2022-2027
Table 32 ☐Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2022-2027
Table 33 ☐Forecast Total Sales of Hot Drinks by Category: Total Volume 2022-2027
Table 34 ☐Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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