

Spirits in Egypt

Market Direction | 2023-06-26 | 29 pages | Euromonitor

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Report description:

In 2022, spirits recorded positive total volume sales for alcoholic drinks, as demand grew due to the changing drinking culture, with players being active in terms of innovation and new product development. Egy Bev introduced a new Whisky spirit onto the landscape, titled Black Rhino, following the introduction of a new spirit range in 2021 under the name Yanni. The player has also launched smaller sizes for its spirits offering, making them available in 500 ml.

Euromonitor International's Spirits 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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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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SPIRITS IN EGYPT

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Demand for spirits grows despite lower purchasing power in 2022

Changes in competitive dynamics for spirit brands

Whisky and white spirits continue to lead sales in 2022

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Growth is driven by product innovation and the thriving cocktail culture

Players increase education and awareness of cocktail making, driving demand

Sponsorship will remain important in driving awareness of spirits

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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