

Bottled Water in Egypt

Market Direction | 2023-12-07 | 28 pages | Euromonitor

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Report description:

As in other soft drinks categories, unit prices continue to rise in bottled water due to the economic uncertainty facing Egypt and its consumers. This was reflected across all brands, with Nestle hitting a price of EGP5.5 for its 1L bottle and imported brands like Perrier reaching EGP37 for the 500ml glass bottle, a growth representing nearly 40% for local products and an even higher growth for imported brands. Price inflation across the category has led many consumers to trade down from premium...

Euromonitor International's Bottled Water 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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Carbonated Bottled Water, Flavoured Bottled Water, Functional Bottled Water, Still Bottled Water.

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

Why buy this report?

- * Get a detailed picture of the Bottled Water 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.

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Euromonitor International
December 2023

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