

## **Energy Drinks in Egypt**

Market Direction | 2023-12-07 | 26 pages | Euromonitor

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### **Report description:**

Awareness of energy drinks has traditionally been very low in Egypt with consumption mostly limited to affluent consumers who can afford products like Red Bull, Power Horse, Hype, and other premium brands. However, the launch of Sting from Rockstar Inc (PepsiCo Inc), has shaken up the energy drinks category since it emerged in 2021. Supported by heavy marketing investment, with millions of dollars spent on advertising to generate consumer interest in the brand, Sting has gained a strong foothold...

Euromonitor International's Energy Drinks 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: Reduced Sugar Energy Drinks, Regular Energy Drinks.

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

Why buy this report?

- \* Get a detailed picture of the Energy Drinks 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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