

## **Juice in Egypt**

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

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### **Report description:**

The juice category is witnessing strong value growth across most of its categories in 2023, driven by higher unit prices. Overall demand for juice continues to rise, unlike some other non-alcoholic drinks categories, although consumers are switching between categories. With nectars resurfacing over the review period, there were hopes for the category to attract a higher number of consumers. However, 2023 saw a shift in consumer demand from nectars to juice drinks, as consumers traded down from h...

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- \* Get a detailed picture of the Juice 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:

Juice in Egypt  
Euromonitor International  
December 2023

### List Of Contents And Tables

#### JUICE IN EGYPT

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Juice category continues to grow with a shift from nectars to juice drinks

Wider product availability of children's products

Juhayna continues to lead the category regardless of price shifts across retail channels

##### PROSPECTS AND OPPORTUNITIES

Healthy growth driven by juice drinks and premiumisation

Packaging innovations will drive demand and attract consumers

Ongoing shift away from nectars

##### CATEGORY DATA

Table 1 Off-trade Sales of Juice by Category: Volume 2018-2023

Table 2 Off-trade Sales of Juice by Category: Value 2018-2023

Table 3 Off-trade Sales of Juice by Category: % Volume Growth 2018-2023

Table 4 Off-trade Sales of Juice by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Off-trade Juice: % Volume 2019-2023

Table 6 LBN Brand Shares of Off-trade Juice: % Volume 2020-2023

Table 7 NBO Company Shares of Off-trade Juice: % Value 2019-2023

Table 8 LBN Brand Shares of Off-trade Juice: % Value 2020-2023

Table 9 Forecast Off-trade Sales of Juice by Category: Volume 2023-2028

Table 10 □Forecast Off-trade Sales of Juice by Category: Value 2023-2028

Table 11 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028

Table 12 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

##### SOFT DRINKS IN EGYPT

##### EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs Retail

What next for soft drinks?

##### MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

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Table 21	Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
Table 22	Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 23	Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 24	Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 25	Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
Table 26	Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
Table 27	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
Table 28	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 29	NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 30	LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 31	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 32	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 33	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 34	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 35	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 36	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 37	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
Table 38	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 39	Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
Table 40	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
Table 41	Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
Table 42	Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

## APPENDIX

Fountain sales in Egypt

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## SOURCES

Summary 1 Research Sources

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