

RTD Coffee in Egypt

Market Direction | 2023-12-07 | 25 pages | Euromonitor

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Report description:

Egypt is witnessing a growing coffee culture, which is having a knock-on impact on the appeal of RTD coffee. In 2023, RTD coffee sales have been buoyed by rising interest in these products among more affluent Egyptians, particularly younger urban professionals and students attending private universities. In addition to being relatively insulated from the spike in inflation that has eroded purchasing power among the wider population, these groups have shown increased appreciation for the convenience...

Euromonitor International's RTD Coffee 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.

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

Why buy this report?

- * Get a detailed picture of the RTD Coffee 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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Off-trade volume sales driven by more affluent consumers

Starbucks RTD coffee benefits from wider retail availability

Nescafe still the outright leader as Starbucks maintains position

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