

## **Beer in Egypt**

Market Direction | 2024-06-18 | 27 pages | Euromonitor

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### **Report description:**

Beer continued to lead the Egyptian market for alcoholic drinks in volume terms in 2023, as well as being a key of growth. Given its reasonable price, it remained the most affordable option for the average consumer, with prices typically ranging from between EGP35 and EGP65 for a 500ml bottle. This was particularly relevant towards the end of the review period, when consumer price inflation rose to a historic high, in the context of multiple devaluations of the local currency, the Egyptian poun...

Euromonitor International's Beer 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 (2019-2023), 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 2028 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- \* Get a detailed picture of the Beer 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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Beer in Egypt  
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