

Rtds in Egypt

Market Direction | 2024-06-18 | 22 pages | Euromonitor

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Report description:

RTDs represented the fastest growing area of alcoholic drinks in Egypt in volume terms in 2023, and as such, was a key driver of growth in the market as a whole. The category was subject to a particularly high level of innovation during the review period, as manufacturers sought to build demand. In addition, RTDs are fun and convenient, as well as affordable, being accessible to consumers who do not necessarily have the funds to purchase multiple spirits and mixers, especially given the risi...

Euromonitor International's RTDs 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: Malt-based RTDs, Non Alcoholic RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

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

Why buy this report?

- * Get a detailed picture of the RTDs 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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ABC continues as dominant player

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