

Spirits in Egypt

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Report description:

Compared to other alcoholic drinks categories, the market for spirits in Egypt registered only modest volume growth in 2023. This was due largely to its relatively high price point compared to other products, such as beer and wine, which made it especially sensitive to the challenging economic climate. With inflation reaching a record high, consumers shifted their drinking habits to products that were more affordable. The category also faced intensified competition from RTDs, which were perceived...

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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.

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