

Wine in Egypt

Market Direction | 2024-06-18 | 28 pages | Euromonitor

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Report description:

The market for wine in Egypt saw a healthy performance in 2023, with the rate of volume growth exceeding that beer and spirits, the two largest revenue-generating categories. This was within the context of multiple new launches at various price points, as players sought to cater to consumers with different needs. At the same time, a cultural shift has seen consumers enjoying a higher consumption of wine, especially within on-trade channels, Premium outlets are springing up across the country,...

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non Alcoholic Wine, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

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

Why buy this report?

- * Get a detailed picture of the Wine 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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WINE IN EGYPT

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2023 DEVELOPMENTS

Wine performance exceeds that of spirits and beer

Premiumisation continues to shape brand dynamics within the category

ABC maintains its lead amid stronger competition from Egy Bev

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Demand for wine will continue to increase

Price rises will be a feature of the market, alongside trend towards premiumisation

Growing focus on grape origin

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