

## **Carbonates in Egypt**

Market Direction | 2024-11-14 | 32 pages | Euromonitor

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### **Report description:**

In 2024, carbonates witnessed a 5% off-trade volume growth, making it one of the fastest-growing categories within soft drinks in Egypt. Even though prices grew multiple times throughout first half of the year, demand for carbonates continued to strengthen. Due to the Israel-Hamas war, some consumers in Egypt were boycotting foreign-owned beverages, which slowed demand for Pepsi and Coca-Cola. Both companies lowered prices for bottles 2.5L and above, attempting to make these products more appeal...

Euromonitor International's Carbonates 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Cola Carbonates, Non-Cola Carbonates, Reduced Sugar Carbonates, Regular Carbonates.

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

Why buy this report?

- \* Get a detailed picture of the Carbonates 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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