

Concentrates in Egypt

Market Direction | 2024-11-14 | 27 pages | Euromonitor

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Report description:

In 2024, the concentrates landscape registered slow growth, making it the weakest-performing segment within the soft drink landscape, with an off-trade volume growth rate of just over 1%. The decline in demand was largely due to the category's waning popularity, as consumers increasingly shift away from concentrates in favour of juice drinks, which offer a more affordable and convenient alternative. With juice drinks priced significantly lower than concentrates, they have become the preferred ch...

Euromonitor International's Concentrates 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: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- * Get a detailed picture of the Concentrates 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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Table of Contents:

Concentrates in Egypt
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List Of Contents And Tables

CONCENTRATES IN EGYPT

KEY DATA FINDINGS

2024 DEVELOPMENTS

Slow growth for concentrates as consumers migrate to other options

Tang leads the concentrates landscape with strong levels of brand loyalty

Concentrates face stagnation as marketing efforts are minimal

PROSPECTS AND OPPORTUNITIES

Tang set to retain its lead of the landscape over the forecast period

Lack of innovation over the forecast period limits the demand for concentrates

Smaller packs gain ground as consumers appreciate cost savings

CATEGORY DATA

Concentrates Conversions

Summary 1 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 1 Off-trade Sales of Concentrates (RTD) by Category: Volume 2019-2024

Table 2 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2019-2024

Table 3 Off-trade Sales of Concentrates by Category: Value 2019-2024

Table 4 Off-trade Sales of Concentrates by Category: % Value Growth 2019-2024

Table 5 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2021-2024

Table 6 NBO Company Shares of Off-trade Concentrates: % Value 2020-2024

Table 7 LBN Brand Shares of Off-trade Concentrates: % Value 2021-2024

Table 8 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2024

Table 9 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2024

Table 10 NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2024

Table 11 LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2024

Table 12 Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2024-2029

Table 13 Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2024-2029

Table 14 Forecast Off-trade Sales of Concentrates by Category: Value 2024-2029

Table 15 Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2024-2029

SOFT DRINKS IN EGYPT

EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 16 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024

Table 17 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024

Table 18 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024

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Table 19 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024
Table 20 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024
Table 21 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024
Table 22 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024
Table 23 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024
Table 24 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024
Table 25 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024
Table 26 □Off-trade Sales of Soft Drinks by Category: Value 2019-2024
Table 27 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024
Table 28 □Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024
Table 29 □Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024
Table 30 □NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024
Table 31 □LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024
Table 32 □NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024
Table 33 □LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024
Table 34 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024
Table 35 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024
Table 36 □NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024
Table 37 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024
Table 38 □Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024
Table 39 □Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024
Table 40 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024
Table 41 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024
Table 42 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029
Table 43 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029
Table 44 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029
Table 45 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029
Table 46 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029
Table 47 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029
Table 48 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029
Table 49 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029
Table 50 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029
Table 51 □Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

APPENDIX

Fountain sales in Egypt

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SOURCES

Summary 2 Research Sources

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