

Concentrates in Egypt

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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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Tang leads the concentrates landscape with strong levels of brand loyalty

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

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