

Other Hot Drinks in Egypt

Market Direction | 2024-11-13 | 20 pages | Euromonitor

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Report description:

In 2024, other hot drinks in Egypt experienced growth, although it was the slowest among all hot beverage categories, as consumer priorities and consumption habits continued to evolve. As Egyptians shifted towards more health-conscious and cost-effective choices, the demand for traditional hot drinks such as hot chocolate, malt drinks, and other local beverages grew at a slower pace.

Euromonitor International's Other Hot Drinks 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: Flavoured Powder Drinks, Other Plant-based Hot Drinks.

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

Why buy this report?

- * Get a detailed picture of the Other Hot Drinks 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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2024 DEVELOPMENTS

Growth for other hot drinks is led by affordable, local brands
Wellness trends impact sales as consumers migrate to healthier options
Local products and innovative offerings appear on shelves

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Lack of innovation leads to low growth levels across the forecast period
Local brands and new flavours look to expand the consumer base

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