

RTD Coffee in Egypt

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Report description:

In 2024, RTD coffee saw strong off-trade volume sales of 6%, making it the second fastest-growing category within soft drinks in Egypt after energy drinks. Even though the category is growing relatively from a low base, the product's popularity has increased in 2024, especially with the long and hot summer days the country has witnessed. The product sees its peak sales during summer, with forecourt retailers showing strong demand across neighbourhoods like New Cairo and Sheikh Zayed, especially...

Euromonitor International's RTD Coffee 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.

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

Why buy this report?

- * Get a detailed picture of the RTD Coffee 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

RTD coffee records strong off-trade growth, bolstered by warm weather

Nestle leads, offering popular flavours in its on-the-go collection

Prices continue to rise for RTD coffee as convenience drives demand

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Growth is driven by promotional activities and convenience

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