

Soft Drinks in Egypt

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Report description:

In 2024, Egypt's soft drinks landscape experienced strong off-trade volume growth across nearly all categories, driven largely by the country's expanding population, with a significant proportion under the age of 30. This demographic is fuelling demand for a wider range of soft drinks, seeking diverse tastes, flavours, and brands that cater to changing preferences. Alongside this, there has been a rise in consumer interest in local products, prompting new local brands to enter soft drinks under...

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

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports 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 Soft 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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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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Potential for local brands to innovate within Asian speciality drinks

Appeal may remain restricted to affluent consumers, limiting growth

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