

Soft Drinks in Egypt

Market Direction | 2024-11-14 | 78 pages | Euromonitor

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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.

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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

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Appeal may remain restricted to affluent consumers, limiting growth

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