

Bottled Water in Egypt

November 2024

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Bottled Water in Egypt - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

As some consumers boycott global brands, demand increases for local products Growth for bulk water sales as concerns rise over the quality of tap water Nestlé focuses on rising demand for smaller, on-the-go bottles

PROSPECTS AND OPPORTUNITIES

Growing preferences for local brands, as affordability and national pride drives sales Prices for bottled water rises across the early forecast period Sustainable packaging increasingly appeals to consumers in Egypt

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