

Concentrates in Egypt

November 2024

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Concentrates in Egypt - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Slow growth for concentrates as consumers migrate to other options

Tang leads the concentrates landscape with strong levels of brand loyalty

Concentrates face stagnation as marketing efforts are minimal

PROSPECTS AND OPPORTUNITIES

Tang set to retain its lead of the landscape over the forecast period Lack of innovation over the forecast period limits the demand for concentrates Smaller packs gain ground as consumers appreciate cost savings

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