

Hot Drinks in Egypt

November 2024

Table of Contents

Hot Drinks in Egypt

EXECUTIVE SUMMARY

Hot drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

MARKET DATA

- Table 1 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2019-2024
- Table 2 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2019-2024
- Table 3 Retail Sales of Hot Drinks by Category: Volume 2019-2024
- Table 4 Retail Sales of Hot Drinks by Category: Value 2019-2024
- Table 5 Retail Sales of Hot Drinks by Category: % Volume Growth 2019-2024
- Table 6 Retail Sales of Hot Drinks by Category: % Value Growth 2019-2024
- Table 7 Foodservice Sales of Hot Drinks by Category: Volume 2019-2024
- Table 8 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2019-2024
- Table 9 Total Sales of Hot Drinks by Category: Total Volume 2019-2024
- Table 10 Total Sales of Hot Drinks by Category: % Total Volume Growth 2019-2024
- Table 11 NBO Company Shares of Hot Drinks: % Retail Value 2020-2024
- Table 12 LBN Brand Shares of Hot Drinks: % Retail Value 2021-2024
- Table 13 Penetration of Private Label in Hot Drinks by Category: % Retail Value 2019-2024
- Table 14 Retail Distribution of Hot Drinks by Format: % Volume 2019-2024
- Table 15 Retail Distribution of Hot Drinks by Format and Category: % Volume 2024
- Table 16 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2024-2029
- Table 17 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2024-2029
- Table 18 Forecast Retail Sales of Hot Drinks by Category: Volume 2024-2029
- Table 19 Forecast Retail Sales of Hot Drinks by Category: Value 2024-2029
- Table 20 Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2024-2029
- Table 21 Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2024-2029
- Table 22 Forecast Foodservice Sales of Hot Drinks by Category: Volume 2024-2029
- Table 23 Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2024-2029
- Table 24 Forecast Total Sales of Hot Drinks by Category: Total Volume 2024-2029
- Table 25 Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Coffee in Egypt

KEY DATA FINDINGS

2024 DEVELOPMENTS

The rising coffee culture supports ongoing growth for coffee in Egypt

As coffee culture expands, speciality coffee shops are on the rise

Nescafé increases its share despite some movement towards local brands

PROSPECTS AND OPPORTUNITIES

A shift towards premium options supports ongoing growth for coffee

Local brands have potential to gather a stronger share across the forecast period

Digitalisation to drive demand as consumers look for convenience

CATEGORY DATA

- Table 26 Retail Sales of Coffee by Category: Volume 2019-2024
- Table 27 Retail Sales of Coffee by Category: Value 2019-2024
- Table 28 Retail Sales of Coffee by Category: % Volume Growth 2019-2024
- Table 29 Retail Sales of Coffee by Category: % Value Growth 2019-2024
- Table 30 Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2019-2024
- Table 31 NBO Company Shares of Coffee: % Retail Value 2020-2024
- Table 32 LBN Brand Shares of Coffee: % Retail Value 2021-2024
- Table 33 Forecast Retail Sales of Coffee by Category: Volume 2024-2029
- Table 34 Forecast Retail Sales of Coffee by Category: Value 2024-2029
- Table 35 Forecast Retail Sales of Coffee by Category: % Volume Growth 2024-2029
- Table 36 Forecast Retail Sales of Coffee by Category: % Value Growth 2024-2029

Tea in Egypt

KEY DATA FINDINGS

2024 DEVELOPMENTS

Tea prices fluctuate as the government provides support to consumers Demand grows for green and herbal teas that align with health trends Badawy & Sons Co retains its lead as consumers migrate to the brand

PROSPECTS AND OPPORTUNITIES

Retail volume sales increase as tea benefits from the rising health-conscious trend New pack sizes and marketing innovations continue to drive sales Demand grows for herbal teas and healthier varieties over the forecast period

CATEGORY DATA

- Table 37 Retail Sales of Tea by Category: Volume 2019-2024
- Table 38 Retail Sales of Tea by Category: Value 2019-2024
- Table 39 Retail Sales of Tea by Category: % Volume Growth 2019-2024
- Table 40 Retail Sales of Tea by Category: % Value Growth 2019-2024
- Table 41 NBO Company Shares of Tea: % Retail Value 2020-2024
- Table 42 LBN Brand Shares of Tea: % Retail Value 2021-2024
- Table 43 Forecast Retail Sales of Tea by Category: Volume 2024-2029
- Table 44 Forecast Retail Sales of Tea by Category: Value 2024-2029
- Table 45 Forecast Retail Sales of Tea by Category: % Volume Growth 2024-2029
- Table 46 Forecast Retail Sales of Tea by Category: % Value Growth 2024-2029

Other Hot Drinks in Egypt

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth for other hot drinks is led by affordable, local brands
Wellness trends impact sales as consumers migrate to healthier options
Local products and innovative offerings appear on shelves

PROSPECTS AND OPPORTUNITIES

Stability set to continue over the forecast period, driven by local players Lack of innovation leads to low growth levels across the forecast period Local brands and new flavours look to expand the consumer base

CATEGORY DATA

- Table 47 Retail Sales of Other Hot Drinks by Category: Volume 2019-2024
- Table 48 Retail Sales of Other Hot Drinks by Category: Value 2019-2024
- Table 49 Retail Sales of Other Hot Drinks by Category: % Volume Growth 2019-2024
- Table 50 Retail Sales of Other Hot Drinks by Category: % Value Growth 2019-2024
- Table 51 NBO Company Shares of Other Hot Drinks: % Retail Value 2020-2024
- Table 52 LBN Brand Shares of Other Hot Drinks: % Retail Value 2021-2024
- Table 53 Forecast Retail Sales of Other Hot Drinks by Category: Volume 2024-2029
- Table 54 Forecast Retail Sales of Other Hot Drinks by Category: Value 2024-2029
- Table 55 Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2024-2029
- Table 56 Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hot-drinks-in-egypt/report.