



Spirits in Egypt

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

White spirits drive growth amid a polarised market landscape
Limited shifts in competitive landscape despite product launches
Off-trade outpaces on-trade amid changing consumption patterns

PROSPECTS AND OPPORTUNITIES

Steady yet modest growth forecast for spirits
Cocktail culture shapes consumer preferences
Innovation driven by flavour and format

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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Alcoholic Drinks in Egypt - Industry Overview

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On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age

Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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Contraband/parallel trade
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DISCLAIMER

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