



Euromonitor
International

Wine in Egypt

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2024 DEVELOPMENTS

Wine emerges as one of the fastest-growing alcoholic drinks categories in Egypt

New product launches expand variety and appeal in the wine category

E-commerce and on-trade development continue to drive sales growth

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Prices expected to rise amid inflation and premiumisation trends

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On-trade vs off-trade split
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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

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Contraband/parallel trade
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