



# Juice in Egypt

December 2023

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## Juice in Egypt - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Juice category continues to grow with a shift from nectars to juice drinks  
Wider product availability of children's products  
Juhayna continues to lead the category regardless of price shifts across retail channels

#### PROSPECTS AND OPPORTUNITIES

Healthy growth driven by juice drinks and premiumisation  
Packaging innovations will drive demand and attract consumers  
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