

# **Energy Drinks in Egypt**

November 2024

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# Energy Drinks in Egypt - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Energy drinks records positive growth, despite rising prices during 2024 The wide variety of price points aids sales on the energy drinks landscape Stronger availability for zero sugar options within energy drinks

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Health and wellness to drive demand for zero sugar energy products Economy brands to gain stronger position on the energy drinks landscape Innovation within flavours continues to shape the competitive landscape

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