



Euromonitor  
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# Rtds in Egypt

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

RTDs record fastest growth among alcoholic drinks in 2024  
ABC and Egy Beverages shape a growing competitive field  
Off-trade dominates distribution, while e-commerce expands reach

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RTDs poised for strongest growth among alcoholic drinks  
Higher alcohol content reshapes consumer preferences  
Innovation: Bag-in-box packaging for wine-based RTDs expected to grow

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- 2024 key trends
- Competitive landscape
- Retail developments
- On-trade vs off-trade split
- What next for alcoholic drinks?

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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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