

Concentrates in Egypt

December 2023

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Concentrates in Egypt - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumer interest in concentrates is falling Brands begin to leave concentrates Marketing activity decreases in powder concentrates

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Steady growth but challenges lie ahead for concentrates Limited innovation anticipated in concentrates Non-price promotions to attract consumers

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Soft Drinks in Egypt - Industry Overview

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Fountain sales in Egypt

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