

# Beer in Egypt

June 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Beer retains its lead, benefiting from affordable price points in 2022  
Demand grows towards beer with a higher alcohol content  
Stability within beer grows, while consumers preference traditional favourites

#### PROSPECTS AND OPPORTUNITIES

The landscape for beer has strong potential for growth  
Low-alcoholic beers drive growth due to wider distribution and availability  
The price of beer will continue to increase, putting pressure on the landscape

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