

# Spirits in Egypt

June 2023

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## Spirits in Egypt - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Demand for spirits grows despite lower purchasing power in 2022

Changes in competitive dynamics for spirit brands

Whisky and white spirits continue to lead sales in 2022

#### PROSPECTS AND OPPORTUNITIES

Growth is driven by product innovation and the thriving cocktail culture

Players increase education and awareness of cocktail making, driving demand

Sponsorship will remain important in driving awareness of spirits

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