

Juice in Egypt

December 2023

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Juice in Egypt - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Juice category continues to grow with a shift from nectars to juice drinks Wider product availability of children's products Juhayna continues to lead the category regardless of price shifts across retail channels

PROSPECTS AND OPPORTUNITIES

Healthy growth driven by juice drinks and premiumisation Packaging innovations will drive demand and attract consumers Ongoing shift away from nectars

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