



Soft Drinks in Egypt

December 2025

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EXECUTIVE SUMMARY

Soft drinks posts a healthy performance

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Soft drinks consumption rises at considerable pace

Health and wellness nurtures the premiumisation trend

WHAT'S NEXT?

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Health-led developments will evolve to entice consumers

Innovation in flavour combinations and packaging

COMPETITIVE LANDSCAPE

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New player V7 Benefits LLC achieves strong position

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[RTD Coffee in Egypt](#)

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[Sports Drinks in Egypt](#)

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