

RTD Coffee in Egypt

December 2023

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RTD Coffee in Egypt - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Off-trade volume sales driven by more affluent consumers Starbucks RTD coffee benefits from wider retail availability Nescafé still the outright leader as Starbucks maintains position

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Modest but stable growth in off-trade volume sales projected High prices to curb demand for RTD coffee Brands to drive sales with flavour expansion

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Soft Drinks in Egypt - Industry Overview

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