

# **RTD Coffee in Egypt**

December 2023

**Table of Contents** 

# 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

#### PROSPECTS AND OPPORTUNITIES

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

#### CATEGORY DATA

Table 1 - Off-trade Sales of RTD Coffee: Volume 2018-2023Table 2 - Off-trade Sales of RTD Coffee: Value 2018-2023Table 3 - Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023Table 4 - Off-trade Sales of RTD Coffee: % Value Growth 2018-2023Table 5 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023Table 6 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2019-2023Table 7 - NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023Table 8 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023Table 9 - Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028Table 10 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028Table 11 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028Table 12 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

#### Soft Drinks in Egypt - Industry Overview

# EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture 2023 key trends Competitive landscape Retailing developments Foodservice vs Retail What next for soft drinks?

# MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022
Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022
Table 19 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022
Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022
Table 21 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022
Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume Growth 2018-2023
Table 23 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 23 - Off-trade Sales of Soft Drinks by Category: % Volume Growth 2018-2023
Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
Table 27 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 28 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 29 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 30 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 31 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 32 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 33 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 34 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 38 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 39 - Forecast Off-trade Sales of Soft Drinks by Category: % Volume Growth 2023-2028
Table 39 - Forecast Off-trade Sales of Soft Drinks by Category: % Volume Growth 2023-2028
Table 40 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
Table 41 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
Table 42 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

# APPENDIX

Fountain sales in Egypt

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#### SOURCES

Summary 1 - Research Sources

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