



Euromonitor
International

Tea in Egypt

December 2025

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Tea in Egypt - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Tea consumption remains resilient as cultural habits, affordability and availability drive demand

INDUSTRY PERFORMANCE

Steady rises in demand support growth in tea retail value sales in 2025

Loose black tea retains dominance and remains the most dynamic segment of the category

WHAT'S NEXT?

Tea demand is expected to grow as wellness trends boost interest in herbal and functional options

Smaller pack sizes and flavour-led innovation will support future category development

Modern retail and e-commerce will expand further as digital habits strengthen

COMPETITIVE LANDSCAPE

El Arousa maintains its leadership through strong brand loyalty and wide accessibility

El Jawhara strengthens its position through affordability, promotions and expanded availability

CHANNELS

Local grocers remain the backbone of distribution due to accessibility and nationwide reach

E-commerce emerges as the most dynamic channel as delivery apps accelerate visibility and access

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Hot Drinks in Egypt - Industry Overview

EXECUTIVE SUMMARY

Rising demand and evolving consumption habits support strong growth in hot drinks

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INDUSTRY PERFORMANCE

Health and wellness trends strengthen demand for green, herbal and functional teas

Innovation in packaging, flavours and blends accelerates category dynamism

Expanding retail developments and on-trade presence reinforce growth pathways

WHAT'S NEXT?

Population growth, retail expansion and wellness orientation will sustain future demand

Rising prices are expected to reinforce demand for local products and smaller pack sizes

Growth in on-the-go consumption will accelerate, supported by new retail formats

COMPETITIVE LANDSCAPE

Nestlé strengthens its leadership through a dominant position in instant coffee

Herbal tea continues to stand out as the most dynamic category in 2025

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