

Spirits in Egypt

July 2022

Table of Contents

Spirits in Egypt - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Increased availability and cocktail trend drive growth in 2021
Whisky and white spirits continue to lead sales in 2021
Al Ahram Beverages leads, offering a wide product range in Egypt

PROSPECTS AND OPPORTUNITIES

Demand for spirits set to grow due to cocktail trend and retail expansion
Sponsorship will remain important in spirits
Growth constrained by duty free and black market sales

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
Summary 1 - Benchmark Brands 2021

CATEGORY DATA

Table 1 - Sales of Spirits by Category: Total Volume 2016-2021
Table 2 - Sales of Spirits by Category: Total Value 2016-2021
Table 3 - Sales of Spirits by Category: % Total Volume Growth 2016-2021
Table 4 - Sales of Spirits by Category: % Total Value Growth 2016-2021
Table 5 - Sales of Spirits by Off-trade vs On-trade: Volume 2016-2021
Table 6 - Sales of Spirits by Off-trade vs On-trade: Value 2016-2021
Table 7 - Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2016-2021
Table 8 - Sales of Spirits by Off-trade vs On-trade: % Value Growth 2016-2021
Table 9 - Sales of Dark Rum by Price Platform: % Total Volume 2016-2021
Table 10 - Sales of White Rum by Price Platform: % Total Volume 2016-2021
Table 11 - Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2016-2021
Table 12 - Sales of English Gin by Price Platform: % Total Volume 2016-2021
Table 13 - Sales of Vodka by Price Platform: % Total Volume 2016-2021
Table 14 - Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2016-2021
Table 15 - GBO Company Shares of Spirits: % Total Volume 2017-2021
Table 16 - NBO Company Shares of Spirits: % Total Volume 2017-2021
Table 17 - LBN Brand Shares of Spirits: % Total Volume 2018-2021
Table 18 - Forecast Sales of Spirits by Category: Total Volume 2021-2026
Table 19 - Forecast Sales of Spirits by Category: Total Value 2021-2026
Table 20 - Forecast Sales of Spirits by Category: % Total Volume Growth 2021-2026
Table 21 - Forecast Sales of Spirits by Category: % Total Value Growth 2021-2026

Alcoholic Drinks in Egypt - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2021: The big picture
2021 key trends
Competitive landscape
Retailing developments
On-trade vs off-trade split
What next for alcoholic drinks?

Chart 1 - Alcoholic Drinks Off-Trade Volume Sales Growth Scenarios: 2019-2026
Chart 2 - Alcoholic Drinks On-Trade Volume Sales Growth Scenarios: 2019-2026
Chart 3 - Alcoholic Drinks Impact of Soft Drivers on Off-Trade Volume Sales: 2019-2026
Chart 4 - Alcoholic Drinks Impact of Soft Drivers on On-Trade Volume Sales: 2019-2026

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Summary 2 - Number of On-trade Establishments by Type 2015-2021

TAXATION AND DUTY LEVIES

Summary 3 - Taxation and Duty Levies on Alcoholic Drinks 2021

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

MARKET INDICATORS

Table 22 - Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

MARKET DATA

Table 23 - Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 24 - Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 25 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 26 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 27 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 28 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 29 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

Table 30 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

Table 31 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

Table 32 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

Table 33 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2021

Table 34 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

Table 35 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

Table 36 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

Table 37 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

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SOURCES

Summary 4 - Research Sources

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