



Beer in Egypt

June 2024

Table of Contents

Beer in Egypt - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Beer continues to lead alcoholic drinks consumption in 2023
Demand shifts towards products with higher alcohol concentrations and bigger sizes
Price increases impact the category

PROSPECTS AND OPPORTUNITIES

Continued growth for beer, thanks to its status as an affordable alcoholic beverage
Low alcohol and non-alcoholic beer will gain momentum
Competitive landscape will remain stable

CATEGORY BACKGROUND

Lager price band methodology
Summary 1 - Lager by Price Band 2023
Table 1 - Number of Breweries 2018-2023

CATEGORY DATA

Table 2 - Sales of Beer by Category: Total Volume 2018-2023
Table 3 - Sales of Beer by Category: Total Value 2018-2023
Table 4 - Sales of Beer by Category: % Total Volume Growth 2018-2023
Table 5 - Sales of Beer by Category: % Total Value Growth 2018-2023
Table 6 - Sales of Beer by Off-trade vs On-trade: Volume 2018-2023
Table 7 - Sales of Beer by Off-trade vs On-trade: Value 2018-2023
Table 8 - Sales of Beer by Off-trade vs On-trade: % Volume Growth 2018-2023
Table 9 - Sales of Beer by Off-trade vs On-trade: % Value Growth 2018-2023
Table 10 - Sales of Beer by Craft vs Standard 2018-2023
Table 11 - GBO Company Shares of Beer: % Total Volume 2019-2023
Table 12 - NBO Company Shares of Beer: % Total Volume 2019-2023
Table 13 - LBN Brand Shares of Beer: % Total Volume 2020-2023
Table 14 - Forecast Sales of Beer by Category: Total Volume 2023-2028
Table 15 - Forecast Sales of Beer by Category: Total Value 2023-2028
Table 16 - Forecast Sales of Beer by Category: % Total Volume Growth 2023-2028
Table 17 - Forecast Sales of Beer by Category: % Total Value Growth 2023-2028

Alcoholic Drinks in Egypt - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours

On-trade establishments

Table 18 - Number of On-trade Establishments by Type 2017-2023

TAXATION AND DUTY LEVIES

Summary 2 - Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 19 - Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 20 - Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 21 - Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 22 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 23 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 24 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 25 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 26 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 27 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 28 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 29 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 30 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 31 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 32 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 33 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 34 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 3 - Research Sources

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