



Euromonitor
International

RTD Tea in Egypt

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RTD Tea in Egypt - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD tea remains a niche category

INDUSTRY PERFORMANCE

RTD tea posts solid growth in 2025

Rising prices limits the consumer base

WHAT'S NEXT?

Prices are expected to spike in the future

Stronger demand for health-oriented RTD tea products

Promotions to support sales within the category

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Lipton holds a dominant lead in RTD tea

Local brands gain stronger presence in the market

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EXECUTIVE SUMMARY

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INDUSTRY PERFORMANCE

Soft drinks consumption rises at considerable pace

Health and wellness nurtures the premiumisation trend

WHAT'S NEXT?

Egypt's increasing population to drive volume growth

Health-led developments will evolve to entice consumers

Innovation in flavour combinations and packaging

COMPETITIVE LANDSCAPE

PepsiCo Inc maintains leading position

New player V7 Benefits LLC achieves strong position

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