



Euromonitor
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Beer in Egypt

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Preference shifts emerge within a stable beer market
- Price rises persist amid inflation, while competition remains stagnant
- Non-alcoholic beer expands as e-commerce gains traction

PROSPECTS AND OPPORTUNITIES

- Demand for beer expected to grow, driven by younger demographics and changing consumption habits
- Price growth to fuel value gains across both off-trade and on-trade channels
- Innovation likely to remain limited in a monopolised market, but flavour opportunities exist

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- 2024 key trends
- Competitive landscape
- Retail developments
- On-trade vs off-trade split
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MARKET BACKGROUND

- Legislation
- Legal purchasing age and legal drinking age
- Drink driving
- Advertising
- Smoking ban
- Opening hours
- On-trade establishments

TAXATION AND DUTY LEVIES

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DISCLAIMER

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