



Other Hot Drinks in Egypt

December 2025

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Other Hot Drinks in Egypt - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Gradual rise in demand supported by indulgence trends and growing interest in café-style flavours

INDUSTRY PERFORMANCE

Retail value sales of other hot drinks increased in 2025

Chocolate-based drinks continue to dominate as the most familiar and widely consumed option

WHAT'S NEXT?

Demand for other hot drinks is expected to remain stable due to competing priorities and affordability concerns

Innovation in flavours and café-style blends will drive trial among younger consumers

COMPETITIVE LANDSCAPE

Corona maintains category leadership supported by strong brand recognition and affordability

Nesquik remains popular among children as brand recognition and targeted marketing support growth

CHANNELS

Modern retail leads distribution due to its alignment with the category's more premium positioning

E-commerce emerges as the most dynamic channel as faster delivery and broader assortment enhance convenience

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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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