

# Soft Drinks in Egypt

December 2025

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## Soft Drinks in Egypt

#### **EXECUTIVE SUMMARY**

Soft drinks posts a healthy performance

#### **KEY DATA FINDINGS**

#### 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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## INDUSTRY PERFORMANCE

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#### WHAT'S NEXT?

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Marketing investment is relatively low

#### WHAT'S NEXT?

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## WHAT'S NEXT?

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Leading brands will continue to focus on social media and digital channels

Retail partnerships are on the rise in juice

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## RTD Coffee in Egypt

#### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Heavy marketing investment supports sales

## INDUSTRY PERFORMANCE

RTD coffee grows well from low base
Seasonal weather shapes demand patterns

## WHAT'S NEXT?

RTD coffee is expected to grow steadily

Prices could limit appeal to high-income groups

Innovations and new flavours are expected to surge

## COMPETITIVE LANDSCAPE

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## RTD Tea in Egypt

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#### 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

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### **KEY DATA FINDINGS**

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# INDUSTRY PERFORMANCE

Dynamic performance for energy drinks

Growing appeal of multiple variants

## WHAT'S NEXT?

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Flavours to drive demand and fuel interest

Health and wellness to influence energy drinks

#### COMPETITIVE LANDSCAPE

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## INDUSTRY PERFORMANCE

Sports drinks suffers from limited availability

Niche category benefits from entry of local brands

## WHAT'S NEXT?

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## COMPETITIVE LANDSCAPE

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