



# Juice in Egypt

December 2025

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## Juice in Egypt - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Price sensitivity drives strong growth in juice drinks

#### INDUSTRY PERFORMANCE

Rising demand for healthier variants supports 100% Juice

Juice drinks perform well given inflationary pressures

#### WHAT'S NEXT?

Healthy growth in off-trade sales

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

Retail partnerships are on the rise in juice

#### COMPETITIVE LANDSCAPE

Major juice brands enjoy a prominent position

Local brands bring healthier lines to the market

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Grocery retailers remain the primary channel for juice

Retail e-commerce picks up in major cities

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[Soft Drinks in Egypt - Industry Overview](#)

### 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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Small local grocers and forecourt retailers are key channels

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