



Euromonitor  
International

# Tea in Egypt

December 2025

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## Tea in Egypt - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Tea consumption remains resilient as cultural habits, affordability and availability drive demand

#### INDUSTRY PERFORMANCE

Steady rises in demand support growth in tea retail value sales in 2025

Loose black tea retains dominance and remains the most dynamic segment of the category

#### WHAT'S NEXT?

Tea demand is expected to grow as wellness trends boost interest in herbal and functional options

Smaller pack sizes and flavour-led innovation will support future category development

Modern retail and e-commerce will expand further as digital habits strengthen

#### COMPETITIVE LANDSCAPE

El Arousa maintains its leadership through strong brand loyalty and wide accessibility

El Jawhara strengthens its position through affordability, promotions and expanded availability

#### CHANNELS

Local grocers remain the backbone of distribution due to accessibility and nationwide reach

E-commerce emerges as the most dynamic channel as delivery apps accelerate visibility and access

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## Hot Drinks in Egypt - Industry Overview

### EXECUTIVE SUMMARY

Rising demand and evolving consumption habits support strong growth in hot drinks

### KEY DATA FINDINGS

#### 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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