



# Asian Speciality Drinks in Egypt

December 2025

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Emerging status of Asian speciality drinks

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Asian speciality drinks to witness fast growth from low base

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## Soft Drinks in Egypt - Industry Overview

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Soft drinks consumption rises at considerable pace

Health and wellness nurtures the premiumisation trend

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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

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