



Hot Drinks in Egypt

December 2025

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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

CHANNELS

Traditional retail remains the core distribution channel for hot drinks

E-commerce emerges as the most dynamic channel through digital marketing and rapid delivery

FOODSERVICE VS RETAIL SPLIT

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Coffee in Egypt

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2025 DEVELOPMENTS

Rising coffee engagement and lifestyle shifts fuel strong category performance

INDUSTRY PERFORMANCE

Stronger demand and demographic change lift retail value sales of coffee

Fresh ground coffee gains popularity as consumers seek quality and affordability

WHAT'S NEXT?

Demand is expected to rise further as café culture deepens and awareness of fresh coffee expands

Innovation in flavours and packaging will shape future purchasing behaviour

Rising production and logistics costs will influence pricing and shape consumer choices

COMPETITIVE LANDSCAPE

Nestlé maintains leadership through strong instant coffee presence and broad consumer reach

Abu Auf strengthens its market position through expansion and growing brand equity

CHANNELS

Specialist retailers and cafés drive coffee distribution through stronger experiential engagement

E-commerce emerges as the most dynamic channel driven by rapid delivery and strong digital engagement

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2025 DEVELOPMENTS

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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

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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

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