



Euromonitor  
International

# Cafés/Bars in Egypt

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## Cafés/Bars in Egypt - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Café culture continues to expand

#### INDUSTRY PERFORMANCE

Value-focused offers and refill bundles help sustain visits

Specialty coffee leads category growth

Inflation encourages smaller basket sizes but steadier frequency

#### WHAT'S NEXT?

Positive outlook for café/bars as new outlets continue to open

Focus on delivery efficiency

Innovation and sustainability blend into the experience

#### COMPETITIVE LANDSCAPE

Expansion of both international and local players in 2025

Dynamic local innovators

Chained cafés benefit from consumer trust in consistent quality and greater bargaining power

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Another challenging but active year for consumer foodservice

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#### INDUSTRY PERFORMANCE

Inflation continues to pressure demand, but dining out remains a social priority

Delivery remains essential, but efficiency defines success

Experiences and loyalty programmes to drive loyalty and visit frequency

#### WHAT'S NEXT?

Expansion beyond core cities

Policy, sourcing, and infrastructure shifts

Sustainability gains slow but steady ground

## COMPETITIVE LANDSCAPE

Quick-service restaurant format remains the most resilient

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