



Euromonitor
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Spirits in Egypt

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- White spirits drive growth amid a polarised market landscape
- Limited shifts in competitive landscape despite product launches
- Off-trade outpaces on-trade amid changing consumption patterns

PROSPECTS AND OPPORTUNITIES

- Steady yet modest growth forecast for spirits
- Cocktail culture shapes consumer preferences
- Innovation driven by flavour and format

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- 2024 key trends
- Competitive landscape
- Retail developments
- On-trade vs off-trade split
- What next for alcoholic drinks?

MARKET BACKGROUND

- Legislation
- Legal purchasing age and legal drinking age

Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

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Contraband/parallel trade
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DISCLAIMER

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