



**Euromonitor
International**

Coffee in Egypt

December 2025

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Coffee in Egypt - Category analysis

KEY DATA FINDINGS

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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Hot Drinks in Egypt - Industry Overview

EXECUTIVE SUMMARY

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

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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

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

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