



**Euromonitor
International**

Juice in Egypt

December 2025

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[Juice in Egypt - Category analysis](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Price sensitivity drives strong growth in juice drinks

INDUSTRY PERFORMANCE

Rising demand for healthier variants supports 100% Juice

Juice drinks perform well given inflationary pressures

WHAT'S NEXT?

Healthy growth in off-trade sales

Leading brands will continue to focus on social media and digital channels

Retail partnerships are on the rise in juice

COMPETITIVE LANDSCAPE

Major juice brands enjoy a prominent position

Local brands bring healthier lines to the market

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Grocery retailers remain the primary channel for juice

Retail e-commerce picks up in major cities

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[Soft Drinks in Egypt - Industry Overview](#)

EXECUTIVE SUMMARY

Soft drinks posts a healthy performance

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INDUSTRY PERFORMANCE

Soft drinks consumption rises at considerable pace

Health and wellness nurtures the premiumisation trend

WHAT'S NEXT?

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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