



Euromonitor
International

Energy Drinks in Egypt

December 2025

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Energy Drinks in Egypt - Category analysis

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2025 DEVELOPMENTS

Energy drinks sales continue to soar

INDUSTRY PERFORMANCE

Dynamic performance for energy drinks

Growing appeal of multiple variants

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Reduced sugar energy drinks are expected to gain share

Flavours to drive demand and fuel interest

Health and wellness to influence energy drinks

COMPETITIVE LANDSCAPE

Rockstar Inc holds a firm lead in volume terms

Coca-Cola's FURY gains momentum

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Soft drinks posts a healthy performance

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Soft drinks consumption rises at considerable pace

Health and wellness nurtures the premiumisation trend

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Egypt's increasing population to drive volume growth

Health-led developments will evolve to entice consumers

Innovation in flavour combinations and packaging

COMPETITIVE LANDSCAPE

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