



Euromonitor
International

Rtds in Egypt

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

RTDs record fastest growth among alcoholic drinks in 2024
ABC and Egy Beverages shape a growing competitive field
Off-trade dominates distribution, while e-commerce expands reach

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RTDs poised for strongest growth among alcoholic drinks
Higher alcohol content reshapes consumer preferences
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- On-trade vs off-trade split
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- Legislation
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- Advertising
- Smoking ban
- Opening hours
- On-trade establishments

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DISCLAIMER

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