

Juice in Egypt

<https://marketpublishers.com/r/JC56583275AEN.html>

Date: December 2023

Pages: 28

Price: US\$ 990.00 (Single User License)

ID: JC56583275AEN

Abstracts

The juice category is witnessing strong value growth across most of its categories in 2023, driven by higher unit prices. Overall demand for juice continues to rise, unlike some other non-alcoholic drinks categories, although consumers are switching between categories. With nectars resurfacing over the review period, there were hopes for the category to attract a higher number of consumers. However, 2023 saw a shift in consumer demand from nectars to juice drinks, as consumers traded down from h...

Euromonitor International's Juice in Egypt report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they legislative, distribution, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Juice market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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