

Naturally Healthy Beverages in Egypt

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Abstracts

Heightened consumer interest in health and wellness in the wake of Coronavirus (COVID-19) continued to create demand for naturally healthy (NH) beverages. Retail volume sales of naturally healthy beverages rose at their fastest rate in five years in 2020. However, the rate of growth remained modest, as the average retail current unit price of NH beverages increased strongly during the review period. In 2020, prices were driven higher by increased costs related to the pandemic, such as the provis...

Euromonitor International's Naturally Healthy Beverages in Egypt report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: NH Hot Drinks, NH Soft Drinks.

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

Why buy this report?

Get a detailed picture of the Naturally Healthy Beverages 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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Lingering virus threat maintains healthy demand for NH tea, although NH soft drinks dominates

Smaller brands make inroads in a tough economic climate, while on-trade sales rebound with the opening of new caf?s and menu developments

PROSPECTS AND OPPORTUNITIES

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