

Sports Drinks in Egypt

<https://marketpublishers.com/r/SECD94A10A6EN.html>

Date: December 2023

Pages: 26

Price: US\$ 990.00 (Single User License)

ID: SECD94A10A6EN

Abstracts

Sports drinks are not popular in Egypt, with their penetration in the country having historically been inhibited by a combination of relatively high prices, limited availability and low awareness of their specific benefits. In 2023, retail prices of sports drinks are currently higher than ever, due to soaring inflation and reduced supply. Gatorade has only been available at premium hypermarkets like Gourmet and very selective channels with a price reaching EGP175 for the 500ml bottle. Sports dri...

Euromonitor International's Sports Drinks 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: Reduced Sugar Sports Drinks, Regular Sports 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 Sports Drinks 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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Euromonitor International
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