Euromonitor International

Beer in Egypt

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Preference shifts emerge within a stable beer market
Price rises persist amid inflation, while competition remains stagnant
Non-alcoholic beer expands as e-commerce gains traction

PROSPECTS AND OPPORTUNITIES

Demand for beer expected to grow, driven by younger demographics and changing consumption habits
Price growth to fuel value gains across both off-trade and on-trade channels
Innovation likely to remain limited in a monopolised market, but flavour opportunities exist

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Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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DISCLAIMER

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