

# Other Hot Drinks in Egypt

December 2025

Table of Contents

## Other Hot Drinks in Egypt - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Gradual rise in demand supported by indulgence trends and growing interest in café-style flavours

#### INDUSTRY PERFORMANCE

Retail value sales of other hot drinks increased in 2025

Chocolate-based drinks continue to dominate as the most familiar and widely consumed option

#### WHAT'S NEXT?

Demand for other hot drinks is expected to remain stable due to competing priorities and affordability concerns

Innovation in flavours and café-style blends will drive trial among younger consumers

#### COMPETITIVE LANDSCAPE

Corona maintains category leadership supported by strong brand recognition and affordability

Nesquik remains popular among children as brand recognition and targeted marketing support growth

#### CHANNELS

Modern retail leads distribution due to its alignment with the category's more premium positioning

E-commerce emerges as the most dynamic channel as faster delivery and broader assortment enhance convenience

#### CATEGORY DATA

Table 1 - Retail Sales of Other Hot Drinks by Category: Volume 2020-2025

Table 2 - Retail Sales of Other Hot Drinks by Category: Value 2020-2025

Table 3 - Retail Sales of Other Hot Drinks by Category: % Volume Growth 2020-2025

Table 4 - Retail Sales of Other Hot Drinks by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Other Hot Drinks: % Retail Value 2021-2025

Table 6 - LBN Brand Shares of Other Hot Drinks: % Retail Value 2022-2025

Table 7 - Forecast Retail Sales of Other Hot Drinks by Category: Volume 2025-2030

Table 8 - Forecast Retail Sales of Other Hot Drinks by Category: Value 2025-2030

Table 9 - Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2025-2030

#### COUNTRY REPORTS DISCLAIMER

## Hot Drinks in Egypt - Industry Overview

### EXECUTIVE SUMMARY

Rising demand and evolving consumption habits support strong growth in hot drinks

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Health and wellness trends strengthen demand for green, herbal and functional teas

Innovation in packaging, flavours and blends accelerates category dynamism

Expanding retail developments and on-trade presence reinforce growth pathways

#### WHAT'S NEXT?

Population growth, retail expansion and wellness orientation will sustain future demand

Rising prices are expected to reinforce demand for local products and smaller pack sizes

Growth in on-the-go consumption will accelerate, supported by new retail formats

#### COMPETITIVE LANDSCAPE

Nestlé strengthens its leadership through a dominant position in instant coffee  
Herbal tea continues to stand out as the most dynamic category in 2025

CHANNELS

Traditional retail remains the core distribution channel for hot drinks  
E-commerce emerges as the most dynamic channel through digital marketing and rapid delivery

FOODSERVICE VS RETAIL SPLIT

MARKET DATA

- Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025
- Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025
- Table 13 - Retail Sales of Hot Drinks by Category: Volume 2020-2025
- Table 14 - Retail Sales of Hot Drinks by Category: Value 2020-2025
- Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025
- Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025
- Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2020-2025
- Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025
- Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2020-2025
- Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025
- Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2021-2025
- Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025
- Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025
- Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2020-2025
- Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2025
- Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030
- Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030
- Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030
- Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030
- Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030
- Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030
- Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030
- Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030
- Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030
- Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world’s most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer

trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/other-hot-drinks-in-egypt/report](http://www.euromonitor.com/other-hot-drinks-in-egypt/report).