



Wine in Egypt

June 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Wine emerges as one of the fastest-growing alcoholic drinks categories in Egypt

New product launches expand variety and appeal in the wine category

E-commerce and on-trade development continue to drive sales growth

PROSPECTS AND OPPORTUNITIES

Wine expected to maintain strong momentum across channels

Prices expected to rise amid inflation and premiumisation trends

Bag-in-box formats expected to grow in popularity

CATEGORY DATA

Table 1 - Sales of Wine by Category: Total Volume 2019-2024

Table 2 - Sales of Wine by Category: Total Value 2019-2024

Table 3 - Sales of Wine by Category: % Total Volume Growth 2019-2024

Table 4 - Sales of Wine by Category: % Total Value Growth 2019-2024

Table 5 - Sales of Wine by Off-trade vs On-trade: Volume 2019-2024

Table 6 - Sales of Wine by Off-trade vs On-trade: Value 2019-2024

Table 7 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2019-2024

Table 8 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2019-2024

Table 9 - Sales of Still Red Wine by Price Segment: % Off-trade Volume 2019-2024

Table 10 - Sales of Still Rosé Wine by Price Segment: % Off-trade Volume 2019-2024

Table 11 - Sales of Still White Wine by Price Segment: % Off-trade Volume 2019-2024

Table 12 - Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2019-2024

Table 13 - GBO Company Shares of Still Light Grape Wine: % Total Volume 2020-2024

Table 14 - NBO Company Shares of Still Light Grape Wine: % Total Volume 2020-2024

Table 15 - LBN Brand Shares of Still Light Grape Wine: % Total Volume 2021-2024

Table 16 - GBO Company Shares of Champagne: % Total Volume 2020-2024

Table 17 - NBO Company Shares of Champagne: % Total Volume 2020-2024

Table 18 - LBN Brand Shares of Champagne: % Total Volume 2021-2024

Table 19 - GBO Company Shares of Other Sparkling Wine: % Total Volume 2020-2024

Table 20 - NBO Company Shares of Other Sparkling Wine: % Total Volume 2020-2024

Table 21 - LBN Brand Shares of Other Sparkling Wine: % Total Volume 2021-2024

Table 22 - GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2020-2024

Table 23 - NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2020-2024

Table 24 - LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2021-2024

Table 25 - GBO Company Shares of Non-grape Wine: % Total Volume 2020-2024

Table 26 - NBO Company Shares of Non-grape Wine: % Total Volume 2020-2024

Table 27 - LBN Brand Shares of Non-grape Wine: % Total Volume 2021-2024

Table 28 - Forecast Sales of Wine by Category: Total Volume 2024-2029

Table 29 - Forecast Sales of Wine by Category: Total Value 2024-2029

Table 30 - Forecast Sales of Wine by Category: % Total Volume Growth 2024-2029

Table 31 - Forecast Sales of Wine by Category: % Total Value Growth 2024-2029

Alcoholic Drinks in Egypt - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 202: The big picture

2024 key trends

Competitive landscape

Retail developments

On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

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

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 32 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

MARKET DATA

Table 33 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024
Table 34 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024
Table 35 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024
Table 36 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024
Table 37 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024
Table 38 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024
Table 39 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024
Table 40 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029
Table 41 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029
Table 42 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029
Table 43 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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