



Euromonitor  
International

# Energy Drinks in Egypt

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## Energy Drinks in Egypt - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Energy drinks sales continue to soar

#### INDUSTRY PERFORMANCE

Dynamic performance for energy drinks

Growing appeal of multiple variants

#### WHAT'S NEXT?

Reduced sugar energy drinks are expected to gain share

Flavours to drive demand and fuel interest

Health and wellness to influence energy drinks

#### COMPETITIVE LANDSCAPE

Rockstar Inc holds a firm lead in volume terms

Coca-Cola's FURY gains momentum

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## Soft Drinks in Egypt - Industry Overview

### EXECUTIVE SUMMARY

Soft drinks posts a healthy performance

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Soft drinks consumption rises at considerable pace

Health and wellness nurtures the premiumisation trend

#### WHAT'S NEXT?

Egypt's increasing population to drive volume growth

Health-led developments will evolve to entice consumers

Innovation in flavour combinations and packaging

## COMPETITIVE LANDSCAPE

PepsiCo Inc maintains leading position

New player V7 Benefits LLC achieves strong position

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