

# Wine in Egypt

June 2023

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## Wine in Egypt - Category analysis

#### **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Demand for wine grows as variety across the landscape increases Changing competitive dynamics as a result of product shifts and NPDs Premiumisation is on the rise, aligning to consumers changing tastes

## PROSPECTS AND OPPORTUNITIES

A focus on premium products shapes innovation across the forecast period Westernisation will continue to drive sales of wine across the forecast period A focus on European grape origins is on the rise

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# Alcoholic Drinks in Egypt - Industry Overview

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