

## Coffee Market in Egypt to 2014 (Hot Drinks)

Description: Introduction

Coffee Market in Egypt to 2014 (Hot Drinks) is a comprehensive resource for coffee market data from 2004 to 2014 and market/company shares for 2008-09. This report also provides data on key distribution channels and reveals the leading companies in the Egyptian coffee market.

### Features and Benefits

- Identify key market segments by analyzing market size data for the coffee market
- Design business strategies by gaining insight into quantitative market trends over 2004-09 and expectations for 2010-14
- Identify key companies in the coffee market in Egypt and design M&A strategies by analyzing market share data
- Predict how consumer preferences will change in the future by analysis of expenditure and consumption information from 2004 to 2014

### Highlights

- The coffee market in Egypt increased at a compound annual growth rate of 1.8% between 2004 and 2009.
- The instant coffee segment led the coffee market in Egypt in 2009, with a share of 94.4%.
- The leading player in coffee market in Egypt is Nestle S.A.

### Key questions answered

- Which will be the fastest growing segment within the coffee market in Egypt?
- How will the forecast growth differ from the historic growth exhibited by the coffee market in Egypt?
- Which company accounted for the largest share of the Egyptian coffee market in 2009?
- How will consumption and expenditure patterns change from 2004 to 2014?

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