

# Market & Competitive Analysis

A strategic overview of Egypt's evolving coffee culture, highlighting growth trends, consumer behaviors, and Haksoss Café's positioning in Alexandria's competitive landscape.

## Egypt's Coffee Market Growth

Egypt's coffee consumption is projected to reach 33,000 metric tons by 2028, up from 31,000 metric tons in 2023, reflecting a steady annual growth rate of 1.2%.

## Rise of Specialty Coffee

Nearly 60% of Egypt's population is expected to be considered "middle class" by 2025, with a growing appetite for high-quality, ethically sourced coffee.

## Consumer Preferences

Consumers are increasingly favoring premium coffee options, with a notable shift towards single-origin and organic blends, indicating a move away from traditional instant coffee.

## Competitive Landscape in Alexandria

Alexandria's coffee scene is vibrant, with a mix of local cafés and international chains. Haksoss Café differentiates itself by offering a unique blend of traditional Egyptian flavors and modern coffee trends, catering to both local patrons and tourists seeking an authentic experience.

## Haksoss Café's Strategic Positioning

Positioned at the intersection of tradition and innovation, Haksoss Café leverages Alexandria's rich cultural heritage to offer a distinctive coffee experience. By focusing on quality, community engagement, and a unique brand identity, Haksoss Café aims to capture the growing demand for specialty coffee in Egypt's evolving market.