

The shelf price is decided before the first can ships.

How Mescura tested a European energy drink for Egypt on paper first, and found the real question was never "can we export?" but "what does the can cost on a Cairo shelf?"

EGP 46 to 63 Modelled shelf price of one 250 ml can, best to worst case	2.0x to 2.7x Shelf price versus the ex-works price	+21% to +66% Added to the price before VAT is even charged	EUR 0.28 to 0.41 Maximum ex-works price to hit a EGP 47.5 shelf price
---	--	--	---

Modelled scenarios, not achieved sales. Figures use EUR 1 = EGP 59 and a 250 ml can.

THE CHALLENGE

A good drink is not a market

A European energy drink brand wanted to enter Egypt. The product was proven at home and the market looked big: roughly USD 0.6 to 0.9 billion, growing 8% to 12% a year. Most brands stop at that headline and start looking for a distributor.

But Egypt is a price-led market. Established premium imports already sit at about EGP 49 to 56 per can, and local brands sell for far less. A brand that cannot land at a competitive shelf price does not have a market, however large the market is.

OUR APPROACH

Test the opportunity before you invest

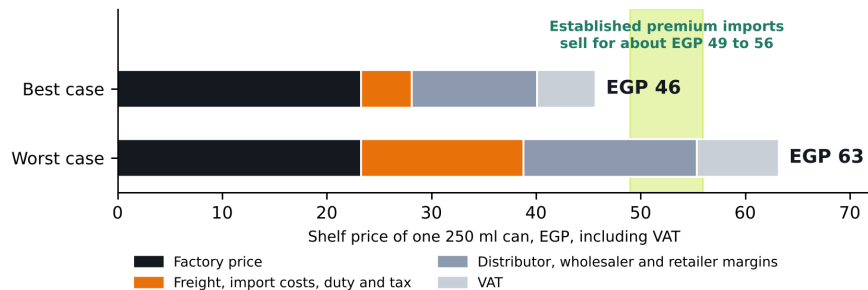
Under our Product & Market Expansion service, Mescura worked from the shelf backwards, in four moves:

- **Size and map the market.** Triangulated three independent market estimates and mapped the competitor price ladder on Egyptian shelves.
- **Build the landed-cost model.** From ex-works price through freight, insurance, customs duty, schedule tax, import fees, channel margin and 14% VAT, under four duty scenarios.
- **Check the rules.** Mapped product approval, import licensing, factory registration, the caffeine limit (100 mg per 250 ml can) and the origin certificate.
- **Define what to prove next.** A consumer test and a single pilot container, instead of a full launch.

THE INSIGHT

Costs between the factory and the shelf can add two thirds to the price

In the worst case, the can costs EGP 63 on the shelf. In the best case, EGP 46. The difference is not marketing or margin. It is customs duty and tax that stack up before the shopper ever sees the product.



Modelled shelf price build-up per 250 ml can. Best case versus worst case duty scenario.

WHAT WE RECOMMENDED

A conditional go, with three decisions that matter

Not "launch now" and not "walk away". Proceed in stages, and let evidence release each step:

- **Price.** The ex-works price must land inside a band of EUR 0.28 to 0.41 per can, or the brand is priced out of the premium tier.
- **Duty ruling.** Confirm the customs classification and duty before committing, because it swings the shelf price by about EGP 17.
- **Distributor.** Choose a partner with real shelf presence in Greater Cairo and online, ideally a large local player, and consider local co-packing at scale.

"The brand owner learned the shelf price, the break-even price and the next step before spending on a single pallet."

MESCURA FINDING

WHY IT MATTERS

Cheap to find out now, expensive to find out later

A pilot container is a small, controlled bet. A full launch on the wrong landed cost is a large one. The study gave the brand a ceiling price, a shelf position against Power Horse, Red Bull and Monster, and a clear next step: focus groups, then one pilot container.

Thinking of entering a new market?

Test the opportunity before you invest. Mescura's Product & Market Expansion service gives you the evidence to decide: market, customer, price, channel and feasibility, in one business case.

About this case study. Client name and brand are withheld. Figures are modelled scenarios from a Mescura desk study, not achieved sales or client results. Customs duty (0%, 15%, 30% scenarios) and the 8% schedule tax were unconfirmed at the time of the study and must be verified with the authorities before any commercial decision. Market size sources: Deep Market Insights, Strategy H, Vyansa. Competitor prices were observed on Egyptian retail listings and may have changed.