

Beer in South Africa

Market Direction | 2022-06-28 | 30 pages | Euromonitor

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Report description:

Beer witnessed a significant recovery in total volume terms in 2021, primarily due to the easing of COVID-19 restrictions on alcohol sales in terms of both duration and severity. This allowed on-trade establishments to operate closer to normal market conditions, thereby being able to service the demand for beer, which did not decline throughout the pandemic (despite a drop in actual sales in 2020) and remained one of the most popular alcoholic drinks to consume during social occasions. Off-trade...

Euromonitor International's Beer in South Africa report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Beer market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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2021 DEVELOPMENTS

Strong beer volume recovery, despite restrictions during 2021

Craft beer experiences sluggish growth, caused by consumer uncertainty and price positioning

Non-alcoholic beer's growth slows significantly, due to easing of alcohol bans

PROSPECTS AND OPPORTUNITIES

Non-alcoholic and flavoured options projected to grow strongly over the forecast period

Improving supply stability of raw materials to become increasingly prevalent

South Africa remains attractive in terms of affordable beer prices, facilitating stable demand over the forecast period

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