

## **Alcoholic Drinks in South Africa**

Market Direction | 2022-06-28 | 76 pages | Euromonitor

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### **Report description:**

Following significant double-digit declines in 2020 across most alcoholic drinks categories, the South African industry witnessed a notable upturn in 2021, whereby total volumes returned to just below pre-pandemic levels, while total value sales fully recovered. Such a strong performance was based on several factors. First, alcohol bans which occurred in 2021 were far less severe in terms of duration and frequency compared to 2020, or only limited the sale of alcohol on certain days. More import...

Euromonitor International's Alcoholic Drinks 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: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- \* Get a detailed picture of the Alcoholic Drinks 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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## CATEGORY BACKGROUND

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