

Spirits in South Africa

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Report description:

Mid-priced spirits witnessed stagnant growth in 2021 as local consumers gravitated to other price bands. On the one hand, the impact of the pandemic continued to place pressure on mid-income and lower-income consumers, with many losing their income source in 2020 following major redundancies or were still trying to recover to pre-pandemic levels. As a result, these consumers shifted to more budget-friendly spirit options, as evident by the strong growth of price-conscious spirit brands such as O...

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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SPIRITS IN SOUTH AFRICA

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2021 DEVELOPMENTS

Mid-priced spirits stagnate due to increasing polarisation

Strong spirit sales driven by recovery of on-trade and consumer stockpiling

On-trade sales of brandy recover following easing of restrictions and alcohol bans

PROSPECTS AND OPPORTUNITIES

Health and wellness movement expected to influence development of spirits

Spirits expected to become increasingly concentrated after Heineken acquires Distell

Gin to leverage 2021's strong performance over forecast period

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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EXECUTIVE SUMMARY

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