

## **Alcoholic Drinks in South Africa**

Market Direction | 2024-06-19 | 73 pages | Euromonitor

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### **Report description:**

Total volume growth of alcoholic drinks in South Africa was significantly slower in 2023 compared to the previous year, as the country grappled with a period of high inflation. As a result, alcoholic drinks manufacturers experienced increased transport, fuel and production costs. Additionally, South Africa continued to experience high unemployment levels, reducing overall disposable incomes of the adult population. Inflation levels during this period influenced consumer behaviour, primarily in t...

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 (2019-2023), 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 2028 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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Euromonitor International  
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### RTDS IN SOUTH AFRICA

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