

## **Beer in South Africa**

Market Direction | 2024-06-19 | 31 pages | Euromonitor

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### **Report description:**

Emerging flavoured non alcoholic beer in South Africa has been made popular and stimulated by Bavaria's offering across a number of channels. Bavaria's mango, apple, ginger lime and peach offer fruit-flavoured diversity in a space that is starting to be populated by other brands such as Heineken 0.0 and Castle Free. This shift introduces a new opportunity to reduce saturation and maturity.

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 (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: 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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