

Alcoholic Drinks Packaging in South Africa

Market Direction | 2024-09-24 | 9 pages | Euromonitor

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Report description:

Beer accounted for the most significant total packaging retail volumes in South Africa in 2023. Within beer, domestic lager was the most significant category, and the 750ml pack size was the most popular amongst South African consumers, accounting for more than half of total packaging retail volumes of domestic lager in 2023. This size is preferred for its value and practicality, accommodating both individual consumption and sharing at social gatherings. Major lager brands including Castle Lager...

Euromonitor International's Alcoholic Drinks Packaging in South Africa report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

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 Packaging 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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ALCOHOLIC DRINKS PACKAGING IN SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

750ml the most popular pack size for domestic lager due to value and practicality

Glass bottles dominates brandy and cognac due to tradition and quality

Smaller bottles preferred for stout, aligning with affordability and shareability

PROSPECTS AND OPPORTUNITIES

Metal beverage cans expected to grow in domestic lager due to cost efficiency

Whiskies will continue to be dominated by 750ml glass bottles

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