

Middle East & Africa Alcoholic Beverage - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Middle East & Africa Alcoholic Beverage Market size is estimated at USD 149.99 billion in 2025, and is expected to reach USD 252.40 billion by 2030, at a CAGR of 10.97% during the forecast period (2025-2030).

Key Highlights

- The sales of alcoholic beverages are increasing due to the rising socializing trend worldwide. Additionally, it is projected that the popularity of pubs, taverns, and restaurants during the forecast period will further boost market expansion. The growth of the Middle East and African alcoholic beverage market is likely to be driven by the increased consumption of alcohol across the young adult demographics in the near future.
- Additionally, the increasing demand for premium alcoholic beverages and curiosity among consumers, specifically among millennials, is pushing them to try alcoholic products. This is expected to positively impact the growth of the alcoholic beverage industry in the region. However, strict restrictions, increased taxes, and tariffs imposed by the Middle East and African governments are expected to slow the growth in the region.
- The growing preference for non-alcoholic beverages is also impeding industry expansion. To boost sales, major players are currently concentrating on releasing cordials and alcoholic drinks with lower alcohol content. They are also analyzing Internet retailing from the e-commerce platform to capitalize on the rising demand for value-added complex seltzer products at competitive prices. Such innovations are projected to increase product commercial possibility, which can subsequently spur market expansion.

MEA Alcoholic Beverages Market Trends

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Growing Preference for Low Alcohol by Volume (ABV)

- The Middle East and African market is witnessing an upsurge in the demand for low-alcohol-by-volume beverages, specifically among the millennial and the baby boomer generations. This can be attributed to the growing health consciousness among individuals and the availability of a broader product portfolio with improved taste, aiding consumers to select products as per their preference easily.
- Low-ABV drinks often contain fewer calories and less sugar than their higher-alcohol counterparts. This appeals to consumers from the Middle East and Africa region, who are conscious of their calorie intake and sugar consumption. Additionally, many consumers are now prioritizing responsible drinking, and low-ABV beverages enable them to enjoy alcoholic drinks in moderation, reducing the risk of excessive consumption and its associated health and social consequences.
- Besides this, manufacturers are capitalizing on the growing interest of consumers in low-alcoholic content wine, beer, and craft beers, thus introducing products that are in line with consumers' interests. For instance, in August 2021, Leopard's Leap Wines launched a low-alcohol wine named Chescato, a blend of Chenin Blanc and Moscato in the South African market. The alcohol content in the Chescato wine is 8.5% Vol, as per the company claims, while the typical alcohol content in wine is around 12.5-13.5%.

South Africa is the Largest Share Holder in the Regional Alcoholic Beverage Market

- South Africa is the largest shareholder in terms of the consumption of alcoholic beverages in the region. This is primarily due to the Western influence on eating and drinking habits and increasing socializing trends. According to the World Population Review Report in 2022, South African consumers of alcohol are some of the heaviest drinkers globally and consume 9.45 liters of alcohol per person in a year.
- The etiological and reasons-for-drinking literature has focused on two causes of alcohol consumption: people drink to relieve stress, and people drink as a result of social pressures. The main factors driving growth in the alcoholic beverage market over the medium term have been the increased availability of brands and products in the market, along with the ongoing strength of well-positioned brands.
- During the forecast period, the demand for premium drinks is anticipated to increase the market potential. In addition, many local players have started adding fruit hops to craft beer to take away its bitter flavor and give it a pleasant, juicy mouthfeel. Also, the demand for beer has increased due to a rise in the number of social drinkers. Low-alcohol beer has also become more popular, particularly among young customers aiming to lead healthy lifestyles and limit their alcohol consumption. Also, the expansion of e-commerce, the penetration of the internet, and the rise of social media have made it possible for manufacturers to develop more effective retailing channels and market presence. Therefore, all these factors are driving the alcoholic beverage market in this region.

MEA Alcoholic Beverages Industry Overview

The Middle East and African alcoholic beverage market is moderately fragmented due to several private players involved in processing local spirits and wines. The major players are undertaking geographical expansion and mergers and acquisitions to boost their revenues. In contrast, the private players focus on continuing to produce traditional beverages and the ones of Western origin. A few major players in this industry are Diageo PLC, Heineken Holdings NV, Delta Corporation Limited, Pernod Ricard SA, and Anheuser-Busch InBev.

Additional Benefits:

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- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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