

Spirits in South Africa

Industry Report | 2025-12-18 | 39 pages | MarketLine

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Report description:

Spirits in South Africa

Summary

Spirits in South Africa industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The spirits market consists of the sale of whiskey, vodka, brandy, liqueurs, rum, gin & genever, and others. The scope of others includes tequila & mezcal, local spirits, and non - alcoholic spirits drinks.
- The South African spirits market recorded revenues of \$3,804.1 million in 2024, representing a compound annual growth rate (CAGR) of 2.6% between 2019-24.
- Market consumption volume increased with a CAGR of 4.8% between 2019-24, reaching a total of 182.7 million liters in 2024.
- The South African spirits market registered moderate growth during 2019-24, primarily driven by recovering social activity after pandemic-related lockdowns and shifts in consumer behaviour toward more diverse and premium alcoholic choices.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the spirits market in South Africa
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the spirits market in South Africa
- Leading company profiles reveal details of key spirits market players' global operations and financial performance

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- Add weight to presentations and pitches by understanding the future growth prospects of the South Africa spirits market with five year forecasts

Reasons to Buy

- What was the size of the South Africa spirits market by value in 2024?
- What will be the size of the South Africa spirits market in 2029?
- What factors are affecting the strength of competition in the South Africa spirits market?
- How has the market performed over the last five years?
- What are the main segments that make up South Africa's spirits market?

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