



Euromonitor
International

Cider/Perry in South Africa

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Cider/Perry in South Africa - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic pressures suppress cider/perry growth
Distell Group Ltd dominates the cider/perry category
Convenience of liquor stores supports this specialist channel

PROSPECTS AND OPPORTUNITIES

Flat growth rates for cider/perry over the forecast period
Promotional activity will drive sales for the category
Players to explore non/low alcohol segment with focus on affordability

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Alcoholic Drinks in South Africa - Industry Overview

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Retail developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

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Contraband/parallel trade

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DISCLAIMER

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