



# Beer in South Africa

June 2024

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## Beer in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Non alcoholic beer drives growth, while offer of flavoured options expands  
Heineken loses ground in premium lager amid high inflation  
The South African Breweries regains share to strengthen overall leadership

#### PROSPECTS AND OPPORTUNITIES

Heineken embraces rising preference for non alcoholic segment and launches new beer  
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Local production of wheat beer limits unit price increases

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