



Euromonitor  
International

# Beer in South Africa

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Slowdown in volume growth of this popular beverage  
The South African Breweries Ltd remains dominant in beer  
Drink specialists dominate in beer distribution

PROSPECTS AND OPPORTUNITIES

Beer sales are forecast to remain stable  
Rising awareness of health/wellness to alter preferences  
Supply chain optimisation will aid competitiveness

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

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