



Euromonitor
International

Alcoholic Drinks in Tanzania

July 2024

Table of Contents

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

Country background

Socioeconomic trends

Logistics/infrastructure

Legislation

Taxation and duty levies

What next for alcoholic drinks?

MARKET DATA

Table 1 - Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 2 - Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 3 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 4 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 5 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 6 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 7 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 8 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 9 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 10 - Distribution of Alcoholic Drinks by Format: % Off-trade Volume 2018-2023

Table 11 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 12 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 13 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 14 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 15 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

DISCLAIMER

BEER

2023 Developments

Prospects and Opportunities

Category Data

Table 16 - Sales of Beer by Category: Total Volume 2018-2023

Table 17 - Sales of Beer by Category: Total Value 2018-2023

Table 18 - Sales of Beer by Category: % Total Volume Growth 2018-2023

Table 19 - Sales of Beer by Category: % Total Value Growth 2018-2023

Table 20 - Sales of Beer by Off-trade vs On-trade: Volume 2018-2023

Table 21 - Sales of Beer by Off-trade vs On-trade: Value 2018-2023

Table 22 - Sales of Beer by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 23 - Sales of Beer by Off-trade vs On-trade: % Value Growth 2018-2023

Table 24 - GBO Company Shares of Beer: % Total Volume 2019-2023

Table 25 - NBO Company Shares of Beer: % Total Volume 2019-2023

Table 26 - LBN Brand Shares of Beer: % Total Volume 2020-2023

Table 27 - Forecast Sales of Beer by Category: Total Volume 2023-2028

Table 28 - Forecast Sales of Beer by Category: Total Value 2023-2028

Table 29 - Forecast Sales of Beer by Category: % Total Volume Growth 2023-2028

Table 30 - Forecast Sales of Beer by Category: % Total Value Growth 2023-2028

WINE

2023 Developments

Prospects and Opportunities

Category Data

Table 31 - Sales of Wine by Category: Total Volume 2018-2023

Table 32 - Sales of Wine by Category: Total Value 2018-2023

Table 33 - Sales of Wine by Category: % Total Volume Growth 2018-2023

Table 34 - Sales of Wine by Category: % Total Value Growth 2018-2023

Table 35 - Sales of Wine by Off-trade vs On-trade: % Volume Breakdown 2018-2023

Table 36 - Sales of Wine by Off-trade vs On-trade: % Value Breakdown 2018-2023

Table 37 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 38 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2018-2023

Table 39 - Forecast Sales of Wine by Category: Total Volume 2023-2028

Table 40 - Forecast Sales of Wine by Category: Total Value 2023-2028

Table 41 - Forecast Sales of Wine by Category: % Total Volume Growth 2023-2028

Table 42 - Forecast Sales of Wine by Category: % Total Value Growth 2023-2028

SPIRITS

2023 Developments

Prospects and Opportunities

Category Data

Table 43 - Sales of Spirits by Category: Total Volume 2018-2023

Table 44 - Sales of Spirits by Category: Total Value 2018-2023

Table 45 - Sales of Spirits by Category: % Total Volume Growth 2018-2023

Table 46 - Sales of Spirits by Category: % Total Value Growth 2018-2023

Table 47 - Sales of Spirits by Off-trade vs On-trade: % Volume Breakdown 2018-2023

Table 48 - Sales of Spirits by Off-trade vs On-trade: % Value Breakdown 2018-2023

Table 49 - Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 50 - Sales of Spirits by Off-trade vs On-trade: % Value Growth 2018-2023

Table 51 - GBO Company Shares of Spirits: % Total Volume 2019-2023

Table 52 - NBO Company Shares of Spirits: % Total Volume 2019-2023

Table 53 - LBN Brand Shares of Spirits: % Total Volume 2020-2023

Table 54 - Forecast Sales of Spirits by Category: Total Volume 2023-2028

Table 55 - Forecast Sales of Spirits by Category: Total Value 2023-2028

Table 56 - Forecast Sales of Spirits by Category: % Total Volume Growth 2023-2028

Table 57 - Forecast Sales of Spirits by Category: % Total Value Growth 2023-2028

CIDER/PERRY

2023 Developments

Prospects and Opportunities

RTDS

2023 Developments

Prospects and Opportunities

Category Data

Table 58 - Sales of RTDs by Category: Total Volume 2018-2023

Table 59 - Sales of RTDs by Category: Total Value 2018-2023

Table 60 - Sales of RTDs by Category: % Total Volume Growth 2018-2023

Table 61 - Sales of RTDs by Category: % Total Value Growth 2018-2023

Table 62 - Sales of RTDs by Off-trade vs On-trade: Volume 2018-2023

Table 63 - Sales of RTDs by Off-trade vs On-trade: Value 2018-2023

Table 64 - Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 65 - Sales of RTDs by Off-trade vs On-trade: % Value Growth 2018-2023

Table 66 - GBO Company Shares of RTDS: % Total Volume 2019-2023

Table 67 - NBO Company Shares of RTDS: % Total Volume 2019-2023

Table 68 - LBN Brand Shares of RTDS: % Total Volume 2020-2023

Table 69 - Forecast Sales of RTDs by Category: Total Volume 2023-2028

Table 70 - Forecast Sales of RTDs by Category: Total Value 2023-2028

Table 71 - Forecast Sales of RTDs by Category: % Total Volume Growth 2023-2028

Table 72 - Forecast Sales of RTDs by Category: % Total Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/alcoholic-drinks-in-tanzania/report.