



Alcoholic Drinks in Middle East and Africa

December 2024

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REGIONAL OVERVIEW

Middle East and Africa has the lowest per capita consumption rate for alcoholic drinks

Positive growth expected in Middle East and Africa in the coming years

Spirits and wine play a much greater role in value than volume terms in alcoholic drinks

Cider/perry a strong performer in South Africa

New products drive RTDs growth in Tunisia in the latter years of the 2018-2023 period

Off-trade outperformed the on-trade when the pandemic hit the region in 2020

Cider/perry the most dynamic product over 2018-2023

Nigerian alcoholic drinks sales dip into decline in 2023

Food/drink/tobacco specialists the main distribution channel for alcoholic drinks

Retail e-commerce makes further gains but remains a small sales channel

LEADING COMPANIES AND BRANDS

Heineken acquires Distell Group and Namibian Breweries

Eagle Aromatic Schnapps gains share in schnapps in Nigeria

AB InBev, Heineken and Diageo present across much of the region

AB InBev's Castle and Carling beer brands continue to top the rankings

FORECAST PROJECTIONS

Positive growth expected for alcoholic drinks throughout the forecast period

Nigeria expected to see strong growth from 2025

COUNTRY SNAPSHOTS

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