

Cider/Perry in South Africa

June 2024

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Cider/Perry in South Africa - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flavoured lager, RTDs, and cocktail culture offer competition to cider/perry
Savanna maintains lead with diverse offerings, and reintroduces 12-pack due to popularity
Newly-formed Heineken Beverages reinvents cider/perry profile with Savanna Alcohol Free 0.0%

PROSPECTS AND OPPORTUNITIES

Savanna to maintain lead, but competitors will be appreciated for larger bottle sizes
Heineken Beverages will continue to explore non/low alcohol segment with focus on affordability
Leading brands will face rising competition from RTDs due to further entry of new varieties

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Alcoholic Drinks in South Africa - Industry Overview

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