

Cider/Perry in South Africa

June 2023

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Cider/Perry in South Africa - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Savanna continues its momentum, driving overall growth in cider/perry
Demand for premium cider rises along with changes in consumer preference
Heineken to divest Strongbow as a condition of its acquisition of Distell

PROSPECTS AND OPPORTUNITIES

Local craft cider likely to develop following global cider awards
Growth expected for non alcoholic cider, based on health and wellness trend
Younger adults to drive growth over the forecast period

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