

Spirits in South Africa

June 2024

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Spirits in South Africa - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

White spirits benefit from energised cocktail culture in South Africa
Leading players turn to offering non alcoholic versions of premium spirits
Vodka moves towards spiced flavour profiles, while Klipdrift adds a liqueur offering

PROSPECTS AND OPPORTUNITIES

White spirits to continue driving overall demand
Rum gains popularity as a sipping beverage
Whiskies adopts innovation, turning bottles into pre-mix format to align with growth of RTDs

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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