

Spirits in South Africa

June 2023

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Spirits in South Africa - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Gin helps white spirits maintain its lead in volume terms, and Amarula enters the race

Demand for premiumisation increases, brandy gains momentum ahead of cognac

Whiskies reassess their packaging and ABV level

PROSPECTS AND OPPORTUNITIES

Uptick in natural and craft products expected

Sugar supply stabilises, with rum set to see slow yet steady growth

Sustainability and communication efforts to boost brand recognition

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