

Rtds in South Africa

June 2024

Table of Contents

Rtds in South Africa - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary pressures boost demand for affordable RTDs, while attracting consumers seeking adventure New wine spritzer offers stronger competition to premium and standard RTDs Rebranding of Bacardi Breezer amid growing consumer demand for alternatives

PROSPECTS AND OPPORTUNITIES

RTDs to introduce unique health profiles to appeal to evolving consumer tastes Affordability and convenience to remain elements supporting growth of RTDs Transition of wine-based RTDs into can packaging and low ABV

CATEGORY DATA

Table 1 - Sales of RTDs by Category: Total Volume 2018-2023
Table 2 - Sales of RTDs by Category: Total Value 2018-2023
Table 3 - Sales of RTDs by Category: % Total Volume Growth 2018-2023
Table 4 - Sales of RTDs by Category: % Total Value Growth 2018-2023
Table 5 - Sales of RTDs by Off-trade vs On-trade: Volume 2018-2023
Table 6 - Sales of RTDs by Off-trade vs On-trade: Value 2018-2023
Table 7 - Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2018-2023
Table 8 - Sales of RTDs by Off-trade vs On-trade: % Value Growth 2018-2023
Table 9 - GBO Company Shares of RTDs: % Total Volume 2019-2023
Table 10 - NBO Company Shares of RTDs: % Total Volume 2019-2023
Table 11 - LBN Brand Shares of RTDs: % Total Volume 2020-2028
Table 13 - Forecast Sales of RTDs by Category: Total Volume 2023-2028
Table 14 - Forecast Sales of RTDs by Category: % Total Volume Growth 2023-2028
Table 15 - Forecast Sales of RTDs by Category: % Total Volume Growth 2023-2028

Alcoholic Drinks in South Africa - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture 2023 key trends Competitive landscape Retailing developments On-trade vs off-trade split What next for alcoholic drinks?

MARKET BACKGROUND

Legislation Legal purchasing age and legal drinking age Drink driving Advertising Smoking ban Opening hours On-trade establishments Summary 1 - Number of On-trade Establishments by Type 2017-2023

TAXATION AND DUTY LEVIES

Summary 2 - Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

Contraband/parallel trade Duty free Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 16 - Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 17 - Sales of Alcoholic Drinks by Category: Total Volume 2018-2023
Table 18 - Sales of Alcoholic Drinks by Category: Total Value 2018-2023
Table 19 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023
Table 20 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023
Table 21 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023
Table 22 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023
Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023
Table 24 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023
Table 25 - GBO Company Shares of Alcoholic Drinks by Format: % Off-trade Value 2018-2023
Table 27 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023
Table 28 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028
Table 29 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028
Table 30 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028
Table 30 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028
Table 30 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028
Table 31 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

DISCLAIMER

SOURCES

Summary 3 - Research Sources

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