

# **Beer in South Africa**

June 2023

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#### Beer in South Africa - Category analysis

#### **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Flavoured/mixed lager sees exceptional growth, appealing to a wide range of consumers Windhoek Lite temporarily discontinued Castle Lite revamps its secondary packaging, ensuring product differentiation

#### PROSPECTS AND OPPORTUNITIES

Beer prices projected to increase based on challenging market conditions SAB's ZAR5.8 billion investment to improve beer supply in the future Extended load shedding periods expected to impact beer volumes in the forecast period

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