

Beer in Middle East and Africa

February 2021

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Lager continues to drive the overall market performance

Craft beer trend evident in a number of countries across the region

Food/drink/tobacco specialists continue to dominate distribution

Modern grocery retailers have a greater presence in the Middle East

LEADING COMPANIES AND BRANDS

High levels of concentration in national beer markets

Heineken adds share at the end of the 2014-2019 period

South Africa accounts for the bulk of Anheuser-Busch InBev sales

Heineken benefits from the strong sales of premium lager in Nigeria

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