

Rtds in South Africa

June 2023

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Rtds in South Africa - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

New launches of spirit-based RTDs as demand increases Sober-curiosity strengthens demand for low/no alcohol products Demand for wine-based RTDs grows, based on convenience and affordability

PROSPECTS AND OPPORTUNITIES

Wellness trend set to gain momentum, driving stable growth for non alcoholic RTDs Demand for malt-based RTDs set to decline, due to limited innovation Consumer brand perception as a driver of volume growth

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Alcoholic Drinks in South Africa - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture 2022 key trends Competitive landscape Retailing developments On-trade vs off-trade split What next for alcoholic drinks?

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DISCLAIMER

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