Alcoholic Drinks in Middle East and Africa

November 2023

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Scope

Key findings

REGIONAL OVERVIEW

Middle East and Africa has the lowest per capita consumption rate for alcoholic drinks

Positive growth expected in Middle East and Africa throughout the forecast period

Spirits and wine play a much greater role in value than volume terms in alcoholic drinks

Strong recovery seen in South Africa in the final two years of the review period

Strong growth for spirits in Nigeria over 2017-2022

Off-trade outperformed the on-trade when the pandemic hit the region in 2020

Cider/perry the most dynamic product over 2017-2022

Food/drink/tobacco specialists the main distribution channel for alcoholic drinks

Retail e-commerce gains have slowed since its growth explosion in 2020

LEADING COMPANIES AND BRANDS

Heineken acquires Distell Group and Namibian Breweries

AB InBev maintains its lead in Middle East and Africa

AB InBev, Heineken and Diageo present across much of the region

Kenyan beer brand Senator moves back up the rankings after its 2020 sales losses

FORECAST PROJECTIONS

Positive growth expected for alcoholic drinks throughout the forecast period

Nigeria expected to see strong growth over 2022-2027

COUNTRY SNAPSHOTS

Algeria: Market Context

Algeria: Competitive and Retail Landscape

Cameroon: Market Context

Cameroon: Competitive and Retail Landscape

Egypt: Market Context

Egypt: Competitive and Retail Landscape

Israel: Market Context

Israel: Competitive and Retail Landscape

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Kenya: Competitive and Retail Landscape

Morocco: Market Context

Morocco: Competitive and Retail Landscape

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Nigeria: Competitive and Retail Landscape

Saudi Arabia: Market Context

Saudi Arabia: Competitive and Retail Landscape

South Africa: Market Context

South Africa: Competitive and Retail Landscape

Tunisia: Market Context

Tunisia: Competitive and Retail Landscape

United Arab Emirates: Market Context

United Arab Emirates: Competitive and Retail Landscape spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/alcoholic-drinks-in-middle-east-and-africa/report.