



Euromonitor
International

Spirits in South Africa

September 2026

Table of Contents

Spirits in South Africa - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Spirits Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Spirits

INDUSTRY PERFORMANCE

Premium Spirits Brands Elevate Festive Spending Habits

Chart 2 - Festive Drinking Fuels Premium Sales

White Spirits Drives Volume While Whisky Captures Premium Demand

Checkers Sixty60 Transforms Alcohol Delivery and Consumer Behaviour

Chart 3 - Checkers Sixty60 Boosts Deliveries

Chart 4 - Volume Sales 2020-2030

Chart 5 - Volume Sales by Category 2025

WHAT'S NEXT?

Premium Brands Drive Celebration Spending as Economic Stability Returns

White Spirits Expand Reach While Tequila Leads Value Acceleration

E-Commerce and Non-Alcoholic Innovation Reshape Consumer Access and Choice

Chart 6 - Forecast Volume Sales 2020-2030

Chart 7 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Old Buck and Smirnoff Leverage Cocktail Demand to Sustain Leadership

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Specialist Liquor Stores Expand Reach and Drive Purchasing Decisions

Checkers Sixty60 Transforming Purchasing Habits

ECONOMIC CONTEXT

Chart 10 - Economic Context for Spirits

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Spirits

Chart 14 - Population 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Alcoholic Drinks in South Africa - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Alcoholic Drinks

INDUSTRY PERFORMANCE

Inflation Drives Drinkers to Both Premium and Economy Brands

Chart 17 - Festive Drinking Fuels Premium Sales

Carling Black Label and Devil'S Peak Reshape Drinking Choices

Smirnoff Ice Revitalises Flavour Innovation to Attract Younger Drinkers

Chart 18 - Players Experiment with Flavours

Chart 19 - Volume Sales 2020-2030

Chart 20 - Volume Sales by Category 2025

WHAT'S NEXT?

Heineken Beverages Reshapes Competition with New Commitments

Premium Beer and Rtds Attract Consumers Trading up as Confidence Returns

Social Drinking Culture Should Sustain Demand Despite Regulatory and Tax Headwinds

Chart 21 - Forecast Volume Sales 2020-2030

Chart 22 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Sab Anchors Dominance as Heineken Beverages Expands Reach

Chart 23 - Analyst Insight for Alcoholic Drinks

Consolidating Power: Can Smaller Brands Compete?

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Food/Drink/Tobacco Specialists Sustain Dominance by Maximising Shelf Allocation

E-Commerce Delivers Convenience

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking Ban

Opening Hours

On-Trade Establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Cross-Border/Private Imports

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

PRODUCTS

Devil'S Peak and Carling Black Label Shape Premium and Value Choices

Smirnoff Ice and Flying Fish Drive Flavour Innovation and Youth Engagement

ECONOMIC CONTEXT

Chart 26 - Economic Context for Alcoholic Drinks

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Alcoholic Drinks

Chart 30 - Population 2020-2030

Chart 31 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research 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/spirits-in-south-africa/report.