# Alcoholic Drinks in South Africa

June 2023

Table of Contents

Alcoholic Drinks in South Africa

## Rtds in South Africa

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

CATEGORY DATA



## Spirits in South Africa

KEY DATA FINDINGS

2022 DEVELOPMENTS

Gin helps white spirits maintain its lead in volume terms, and Amarula enters the race
Demand for premiumisation increases, brandy gains momentum ahead of cognac
Whiskies reassess their packaging and ABV level

PROSPECTS AND OPPORTUNITIES

Uptick in natural and craft products expected

Sugar supply stabilises, with rum set to see slow yet steady growth

Sustainability and communication efforts to boost brand recognition

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 4 - Benchmark Brands 2022

CATEGORY DATA



## Wine in South Africa

KEY DATA FINDINGS

2022 DEVELOPMENTS

Wine maintains value growth, driven by price increases and strong volume growth

Demand for canned wine struggles, excluding sparkling wine

KWV product packaging innovation via bag-in-box

PROSPECTS AND OPPORTUNITIES

Wine expected to see a focus on premiumisation during the forecast period

Strong slowdown in growth for non alcoholic wine, impacted by small customer base and competition

Central body for wine to lobby interests of both producers and trade

CATEGORY DATA