



Euromonitor
International

Spirits in Tanzania

August 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Spirits Summary

INDUSTRY PERFORMANCE

Local Heritage and Premiumisation Drive Spirits Growth

Chart 1 - TZEE spirit focus on heritage to engage consumers

Whiskies Remain Dominant as Launches in Gin Support Growth

Digital Commerce Expands Access to Premium Spirits in Tanzania

Chart 2 - Volume Sales 2020-2030

Chart 3 - Volume Sales by Category 2025

WHAT'S NEXT?

Urban Consumers Will Drive Premiumisation as E-Commerce Reshapes Purchasing

Whiskies Is Set to Sustain Its Leadership as Rum Outpaces in Growth

Digital Retail and Premium Experiences Are Set to Shape Future Growth

Chart 4 - Forecast Volume Sales 2020-2030

Chart 5 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Local Leaders Defend Their Share as New Entrants Raise Competitive Pressure

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Supermarkets Gain Ground as Promotional Intensity Reshapes Spirits Retail

Online Sales Expand as Home Delivery Reshapes Consumer Habits

Hotels and Bars Boost Premium Spirits through Experiential Events

ECONOMIC CONTEXT

Chart 8 - Economic Context for Spirits

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Spirits

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Alcoholic Drinks in Tanzania - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Economic Growth and Urbanisation Drive the Expansion of Alcoholic Drinks

Beer Maintains Dominance While RTDs and Premium Segments Reshape Alcoholic Drinks

Chart 14 - RTDs drive growth, appealing to consumers with lighter, more flavourful options

Digital Transformation and Sustainability Strengthen Alcoholic Drinks' Performance

Chart 15 - Volume Sales 2020-2030

Chart 16 - Volume Sales by Category 2025

Chart 17 - Analyst Insight for Alcoholic Drinks

WHAT'S NEXT?

Urban Consumers Are Set to Drive an Ongoing Shift Towards Premium, Lighter Drinks

Digital Channels and Local Innovation Reshape Consumer Engagement

Chart 18 - Distro Offers Convenience with Online Sales of Alcoholic Drinks

Chart 19 - Forecast Volume Sales 2020-2030

Chart 20 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Tanzania Breweries Limited and Serengeti Breweries Limited Maintain Their Dominance through Scale and Innovation

Simba Distillery Leverages Football Sponsorships to Challenge Established Spirits Brands

Chart 21 - Company Shares 2025

Chart 22 - Brand Shares 2025

CHANNELS

Modern Retail Strengthens Alcoholic Drinks Distribution through Value and Choice

Retail E-Commerce Adapts to Cultural Realities to Drive Premium Alcohol Sales

Experiential Retail and Hospitality Partnerships Elevate Premium Drinks

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

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

ECONOMIC CONTEXT

Chart 23 - Economic Context for Alcoholic Drinks

Chart 24 - Real Gdp Growth 2020-2030

Chart 25 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 26 - Consumer Context for Alcoholic Drinks

Chart 27 - Population 2020-2030

Chart 28 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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-tanzania/report.