Alcoholic Drinks in Middle East and Africa

November 2023

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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

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