



Euromonitor
International

Spirits in South Africa

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Spirits displays modest growth largely driven by gin and vodka
Distell Group Ltd and Diageo South Africa hold strong positions in spirits category
Specialised liquor stores remain the leading channel within spirits

PROSPECTS AND OPPORTUNITIES

Consistent growth driven by affordability and premiumisation
Strong growth prospects for non-alcoholic spirits
Small batch and craft products are moving into other spirits categories

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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Alcoholic Drinks in South Africa - Industry Overview

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2024 key trends
Competitive landscape
Retail developments
On-trade vs off-trade split
What next for alcoholic 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
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