



Euromonitor
International

Rtds in South Africa

July 2025

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2024 DEVELOPMENTS

Strong demand for RTDs in South Africa
Brutal Fruit and Bernini continue to dominate RTDs
Alcoholic drinks stores remain the most popular retail channel for RTDs

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Buoyant outlook for RTDs
Canned beverages add convenience as a packaging choice
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Alcoholic Drinks in South Africa - Industry Overview

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On-trade vs off-trade split
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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

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DISCLAIMER

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