

Beer, Cider and FABs in South Africa to 2014

<https://marketpublishers.com/r/B870AAA4BD3EN.html>

Date: September 2010

Pages: 110

Price: US\$ 495.00 (Single User License)

ID: B870AAA4BD3EN

Abstracts

Introduction

This databook provides key data and information on the beer, cider and FABs market in South Africa. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

Scope

- * Contains information on three categories: beer, FABs and cider
- * Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data
- * Category level company and brand share as well as distribution share information for 2008 and 2009
- * Review of the top two companies within the beer, cider and FABs market, including company overview, key facts and business description

Highlights

The market for beer, cider and FABs in South Africa increased at a compound annual growth rate of 1.9% between 2004 and 2009.

The beer category led the beer, cider and FABs market in South Africa, accounting for a share of 84.6%.

Leading players in South African beer, cider and FABs market include SABMiller, Molson Coors Brewing Company and Distell Group Limited.

Reasons to Purchase

- * Develop business strategies by understanding the quantitative trends within the beer, cider and FABs market in South Africa
- * Design effective marketing and sales strategies by identifying key market categories and segments
- * Identify key players within the market to plan lucrative M&A, partnerships and agreements

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