

Analyzing the Beer Industry in South Africa 2016

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Abstracts

South Africa enjoys a well-developed domestic beer industry, based somewhat on imported raw materials. In addition, the country also imports barley malt extract, hops cones and a very small amount of hops extract. Many of the ingredients are imported, mainly from Europe. Hops are grown domestically, and are used in local production. Barley is produced locally as well as imported and malted in neighboring Zimbabwe and Tanzania for use in South Africa's brewing industry.

Traditionally, South African brewers have favored sorghum-based beer. However, in common with much of the rest of the world, consumers have begun enjoying other varieties, and consumption there has shifted from sorghum-based beer toward Western-style beers, also known as "clear beer."

The South African beer market goes far beyond domestic bottled and canned brews for immediate consumption. With rising incomes and better transportation, South Africans are experimenting with different types of beer from that produced locally and imported beers have become an attractive and lucrative market for many producers.

Aruvian Research presents an analysis of the fastest growing beer industry in the world - Analyzing the Beer Industry in South Africa 2016. The report firstly gives an understanding of the basics of beer, starting from what ingredients go in to making this beverage to the different types and styles of beer available today. The report then moves on to analyze the South African beer industry, dominated through and through by SABMiller. The research report further looks at competition in the industry, market share scenario in the industry, expansion of premium beer brands in South Africa, and much more.

An in-depth analysis of SABMiller, along with a comprehensive industry forecast completes Aruvian's offering Analyzing the Beer Industry in South Africa 2016.

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