

Analyzing the South African Liquor Industry 2016

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Abstracts

The South African liquor industry has experienced a period of consolidation arising in part from a polarization in which the larger players become more powerful and the smaller players struggle to survive. The Distell merger brought economies of scale which make it difficult for even the other large companies to compete.

For the minor players in the industry, survival is a real issue. Higher distribution costs, too few viable brands have all undermined profitability. Local wine farms – many of which have enjoyed good times since the mid-1990s – are now experiencing margin pressure as the Rand strengthens and international markets – many in recession – seek cheaper product.

Resistance by trade customers and sluggish domestic demand has put further pressure on these prices. The result is that many prestigious wine brands which previously sold on allocation are now struggling to achieve an acceptable level of sales. Wineries which were dependent on exports for the bulk of their revenue are suffering severe negative cash flow.

Aruvian Research presents an analysis of the fastest growing liquor industry in the world - Analyzing the Liquor Industry in South Africa 2016. The report firstly gives an understanding of the South African liquor industry. The research report further looks at competition in the industry, market share scenario in the industry, the high rate of competition in the industry, opportunities for SMMEs and the ethical issues faced by the industry and how it is safeguarding consumer interest. The report also includes a comprehensive analysis of the industry structure and the industry segmentation.

The issue of Black Economic Empowerment in the South African liquor industry is also explored in this report. An analysis of the leading players in the industry, along with a comprehensive industry forecast completes Aruvian's offering Analyzing the Liquor

Industry in South Africa 2016.

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