

# Rtds in South Africa

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## Abstracts

RTDs in South Africa continued to perform well in 2023, driven by the popularity of convenient, pre-mixed drinks and the re-emergence of a cocktail culture. The popularity for mixing beverages has been sustained due to the rising affordability of drinking in an economy adversely affected by high inflation. While affordability remains a key aspect of why RTDs appeal to local consumers, the main attraction is adventure. Millennials (aged 30-44 years) and Generation Z consumers (aged 14-29 years) a...

Euromonitor International's RTDs in South Africa report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Malt-based RTDs, Non Alcoholic RTDs, Other RTDs, Spirit-based RTDs, Wine-based RTDs.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the RTDs market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Rtds in South Africa  
Euromonitor International  
June 2024

### **LIST OF CONTENTS AND TABLES**

RTDS IN SOUTH AFRICA  
KEY DATA FINDINGS

### **2023 DEVELOPMENTS**

Inflationary pressures boost demand for affordable RTDs, while attracting consumers seeking adventure

New wine spritzer offers stronger competition to premium and standard RTDs

Rebranding of Bacardi Breezer amid growing consumer demand for alternatives

### **PROSPECTS AND OPPORTUNITIES**

RTDs to introduce unique health profiles to appeal to evolving consumer tastes

Affordability and convenience to remain elements supporting growth of RTDs

Transition of wine-based RTDs into can packaging and low ABV

### **CATEGORY DATA**

Table 1 Sales of RTDs by Category: Total Volume 2018-2023

Table 2 Sales of RTDs by Category: Total Value 2018-2023

Table 3 Sales of RTDs by Category: % Total Volume Growth 2018-2023

Table 4 Sales of RTDs by Category: % Total Value Growth 2018-2023

Table 5 Sales of RTDs by Off-trade vs On-trade: Volume 2018-2023

Table 6 Sales of RTDs by Off-trade vs On-trade: Value 2018-2023

Table 7 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 8 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2018-2023

Table 9 GBO Company Shares of RTDs: % Total Volume 2019-2023

Table 10 NBO Company Shares of RTDs: % Total Volume 2019-2023

Table 11 LBN Brand Shares of RTDs: % Total Volume 2020-2023

Table 12 Forecast Sales of RTDs by Category: Total Volume 2023-2028

Table 13 Forecast Sales of RTDs by Category: Total Value 2023-2028

Table 14 Forecast Sales of RTDs by Category: % Total Volume Growth 2023-2028

Table 15 Forecast Sales of RTDs by Category: % Total Value Growth 2023-2028

ALCOHOLIC DRINKS IN SOUTH AFRICA

EXECUTIVE SUMMARY

## Alcoholic drinks in 2023: The big picture

### **2023 KEY TRENDS**

Competitive landscape

Retailing 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

Summary 1 Number of On-trade Establishments by Type 2017-2023

### **TAXATION AND DUTY LEVIES**

Summary 2 Taxation and Duty Levies on Alcoholic Drinks 2023

### **OPERATING ENVIRONMENT**

Contraband/parallel trade

Duty free

Cross-border/private imports

### **KEY NEW PRODUCT LAUNCHES**

Outlook

### **MARKET INDICATORS**

Table 16 Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

### **MARKET DATA**

Table 17 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 18 Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 19 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 20 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 21 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 22 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 25 GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 26 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 27 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 28 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 29 Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 30 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 31 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

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SOURCES

Summary 3 Research Sources

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