

# Spar Group Ltd in Alcoholic Drinks (South Africa)

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### **Abstracts**

Spar has historically been perceived as a lower-priced option. With the continued opening of new stores and the refurbishment of its current outlets, Spar is shifting in consumer perception from simply being a cheap outlet towards a well-priced, quality alternative, with a greater focus on the middle- to high-income segments.

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

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