

# Tanzania Spirits Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

### Market Overview:

The Tanzania spirits market size reached US\$ 666.6 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 1,161.7 Million by 2028, exhibiting a growth rate (CAGR) of 9.8% during 2023-2028.

Spirits refer to distilled alcoholic drinks that are produced from the fermentation of sugar derived from cereal grains and fruits. These beverages are aged adequately in sealed barrels to have desired taste, color, and alcohol content. Some of the common varieties of spirits include whiskey, rum, vodka, gin, brandy, etc. The flavors and aromas of these beverages differ based upon the fermentable material used in the process. Moreover, the alcohol content of the drinks also differs according to their storage period and the container they are placed in. Spirits are widely consumed as rejuvenating and recreational drinks across diverse consumer groups.

### Tanzania Spirits Market Trends:

The elevating levels of urbanization, coupled with the changing consumer preferences towards alcoholic beverages, are primarily driving the demand for spirits in Tanzania. Moreover, the growing number of breweries and wineries in the country is also acting as a significant growth-inducing factor. Besides this, the emerging trend of socializing and casual drinking, particularly among millennials and working professionals, is further augmenting the market growth in the country. Additionally, the improving consumer living standards, along with the escalating demand for premium beverages for unique and innovative drinking experiences are positively influencing the market for spirits in Tanzania. In line with this, numerous product manufacturers are launching flavored alcohols and mixed beverages to cater to diverse consumer tastes and preferences.

Moreover, the wide availability of raw materials and cheap labor in Tanzania, which aid in attracting foreign investors, has led to the rising production of high-quality products at affordable prices. Besides this, various brick-and-mortar alcohol shops in the country are adopting online retail platforms for increasing their product sales and reaching out to a larger consumer base. Additionally, the emergence of value-added product variants, involving bio-degradable packaging solutions and sustainable methods in the manufacturing process, is expected to drive the Tanzania spirits market in the coming years.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the Tanzania spirits market report, along with forecasts for the period 2023-2028. Our report has categorized the market based on product type and distribution channel.

#### Breakup by Product Type:

- Whiskey
- Vodka
- Gin
- Brandy
- Rum
- Others

#### Breakup by Distribution Channel:

- On-Trade
- Off-Trade
- Specialty Retailers
- Supermarkets and Hypermarkets
- Online
- Others

#### Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Distell (Remgro-capevin Beleggings Ltd.), East Africa Spirits (T) Limited (EASTL), Edward Snell & Company (PTY) Ltd., La Martiniquaise (Cie Financiere Europ Prise De Participat), Mega Beverages Co. Limited, Pernod Ricard, Serengeti Breweries Limited (East African Breweries Limited), Tanzania Breweries Limited (Anheuser-Busch InBev) and William Grant & Sons.

### Key Questions Answered in This Report:

How has the Tanzania spirits market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the Tanzania spirits industry?

What is the breakup of the market based on the product type?

What is the breakup of the market based on the distribution channel?

What are the various stages in the value chain of the Tanzania spirits industry?

What are the key driving factors and challenges in the Tanzania spirits industry?

What is the structure of the Tanzania spirits industry and who are the key players?

What is the degree of competition in the Tanzania spirits industry?

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