

# Cider/Perry in South Africa

June 2024

Table of Contents

## Cider/Perry in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Flavoured lager, RTDs, and cocktail culture offer competition to cider/perry  
Savanna maintains lead with diverse offerings, and reintroduces 12-pack due to popularity  
Newly-formed Heineken Beverages reinvents cider/perry profile with Savanna Alcohol Free 0.0%

#### PROSPECTS AND OPPORTUNITIES

Savanna to maintain lead, but competitors will be appreciated for larger bottle sizes  
Heineken Beverages will continue to explore non/low alcohol segment with focus on affordability  
Leading brands will face rising competition from RTDs due to further entry of new varieties

#### CATEGORY DATA

Table 1 - Sales of Cider/Perry: Total Volume 2018-2023  
Table 2 - Sales of Cider/Perry: Total Value 2018-2023  
Table 3 - Sales of Cider/Perry: % Total Volume Growth 2018-2023  
Table 4 - Sales of Cider/Perry: % Total Value Growth 2018-2023  
Table 5 - Sales of Cider/Perry by Off-trade vs On-trade: Volume 2018-2023  
Table 6 - Sales of Cider/Perry by Off-trade vs On-trade: Value 2018-2023  
Table 7 - Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2018-2023  
Table 8 - Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2018-2023  
Table 9 - GBO Company Shares of Cider/Perry: % Total Volume 2019-2023  
Table 10 - NBO Company Shares of Cider/Perry: % Total Volume 2019-2023  
Table 11 - LBN Brand Shares of Cider/Perry: % Total Volume 2020-2023  
Table 12 - Forecast Sales of Cider/Perry: Total Volume 2023-2028  
Table 13 - Forecast Sales of Cider/Perry: Total Value 2023-2028  
Table 14 - Forecast Sales of Cider/Perry: % Total Volume Growth 2023-2028  
Table 15 - Forecast Sales of Cider/Perry: % Total Value Growth 2023-2028

## Alcoholic Drinks in South Africa - Industry Overview

### 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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