



Alcoholic Drinks in Middle East and Africa

November 2023

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REGIONAL OVERVIEW

Middle East and Africa has the lowest per capita consumption rate for alcoholic drinks

Positive growth expected in Middle East and Africa throughout the forecast period

Spirits and wine play a much greater role in value than volume terms in alcoholic drinks

Strong recovery seen in South Africa in the final two years of the review period

Strong growth for spirits in Nigeria over 2017-2022

Off-trade outperformed the on-trade when the pandemic hit the region in 2020

Cider/perry the most dynamic product over 2017-2022

Food/drink/tobacco specialists the main distribution channel for alcoholic drinks

Retail e-commerce gains have slowed since its growth explosion in 2020

LEADING COMPANIES AND BRANDS

Heineken acquires Distell Group and Namibian Breweries

AB InBev maintains its lead in Middle East and Africa

AB InBev, Heineken and Diageo present across much of the region

Kenyan beer brand Senator moves back up the rankings after its 2020 sales losses

FORECAST PROJECTIONS

Positive growth expected for alcoholic drinks throughout the forecast period

Nigeria expected to see strong growth over 2022-2027

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Algeria: Competitive and Retail Landscape

Cameroon: Market Context

Cameroon: Competitive and Retail Landscape

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