



Euromonitor  
International

# Spirits in South Africa

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### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Spirits displays modest growth largely driven by gin and vodka  
Distell Group Ltd and Diageo South Africa hold strong positions in spirits category  
Specialised liquor stores remain the leading channel within spirits

#### PROSPECTS AND OPPORTUNITIES

Consistent growth driven by affordability and premiumisation  
Strong growth prospects for non-alcoholic spirits  
Small batch and craft products are moving into other spirits categories

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology  
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2024 key trends  
Competitive landscape  
Retail 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

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