



Euromonitor
International

Beer in South Africa

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Slowdown in volume growth of this popular beverage
The South African Breweries Ltd remains dominant in beer
Drink specialists dominate in beer distribution

PROSPECTS AND OPPORTUNITIES

Beer sales are forecast to remain stable
Rising awareness of health/wellness to alter preferences
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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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DISCLAIMER

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