



# Alcoholic Drinks Packaging in South Africa

September 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

750ml the most popular pack size for domestic lager due to value and practicality

Glass bottles dominates brandy and cognac due to tradition and quality

Smaller bottles preferred for stout, aligning with affordability and shareability

### PROSPECTS AND OPPORTUNITIES

Metal beverage cans expected to grow in domestic lager due to cost efficiency

Whiskies will continue to be dominated by 750ml glass bottles

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