



Euromonitor  
International

# Cider/Perry in South Africa

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## 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

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Retailing developments  
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