

INSIGHT SURVEY
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SOUTH AFRICAN BEER

INDUSTRY INSIGHTS SAMPLE REPORT 2026

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Survey Insights Report

Gain strategic insights through interviews and surveys with B2B stakeholders and decision-makers, as well as consumer research, helping you understand market perceptions, purchase behaviour, brand loyalty and the key factors that will drive market share and business growth.

Contact us to discuss scope

Quarterly Industry Insights Report

More than just market intelligence, the reports become a valuable knowledge-sharing tool, helping leadership teams make informed decisions through regularly updated insights on competitor news and financial results, product launches, industry trends, global and South African news and legislation, innovation and technology, and socio-political developments. The result is clear, decision-support intelligence that helps your business anticipate risks, identify opportunities and stay ahead of market change.

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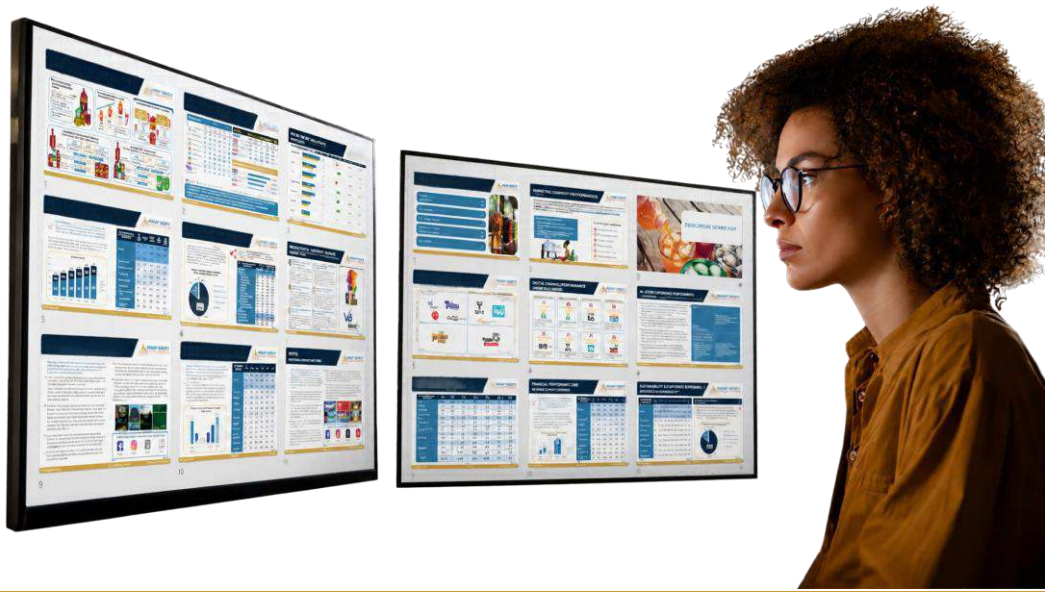
SA MARKET SIZING & COMPETITOR ANALYSIS

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The **South African Beer Market Sizing and Competitor Analysis Insights Report** provides a dynamic synthesis of industry research, examining the local **Beer Industry,** in-depth view of the market players and competitors, their latest company news in terms of products, services, marketing initiatives, the latest marketing and advertising news, products offered and social media following.

Key questions the report will help you to answer

- What are the current market dynamics (market size and market value): 2020-2025 Actual, 2026-2030 Forecasts?
- Which are the key manufacturers, distributors, and retail players in the South African Beer industry?
- What is the latest company news for key players in terms of products, services, and new launches?
- For each key manufacturer, what are the products offered?
- How does each key player position themselves, and what are the strategic implications?



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COMPANIES IN COMPETITOR ANALYSIS

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SAB130
To a Future With More Cheers

HEINEKEN beverages

EST. CAPE TOWN 2012
CAPE BREWING CO.
— INDEPENDENT BY CHOICE —

AGAR'S BREWERY
AGARS
EST 2014
HAND CRAFTED BEER

WOODSTOCK BREWERY

SIGNAL HILL PRODUCTS

DB DARLING BREW



PURE BEER BREWED AT RAWDONS
THE NRBC
CRAFTING BEER SINCE 1996

SOUL BARREL BREWING COMPANY

CRAFT THAT BREWING CO. EST. 2015 BEERS

Triggerfish BREWING

BLACKHORSE
CRAFT BREWERY & DISTILLERY

Real Beer established 2006
Robsons
HAND CRAFTED IN SOUTH AFRICA

BRAUHAUS AFRIKA

DMK AUS
BOSTON BREWING CO.

BREWHOGS

Belgian Beer Co

SHACKLETON
BREWING COMPANY

EASTERN CAPE
EMERALD VALE BREWING CO
EST 2012
CHINTSA

RHBC
RICHMOND HILL BREWING CO.

HAZELDEAN
Local Craft
BREWING COMPANY

QC BREWERY

FLARE BEVERAGES

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SA MARKET SIZING & COMPETITOR ANALYSIS INSIGHTS REPORT OVERVIEW

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Executive Summary

South African Industry: Market Size

Brand Positioning Archetypes

Competitive Strategy Heatmap

Competitive Positioning Map

Category Leader Dashboard

Social Media Following

South African Industry

South African Industry Overview

South African Industry Market Size

South African Industry Market Volumes

South African Industry Market Distribution

Manufacturer & Distributor Overview

Overview

Company News

Brands/Products

Marketing News

Advertising News

Retailer Analysis

Sample: Screenshot of Selected Report Slides



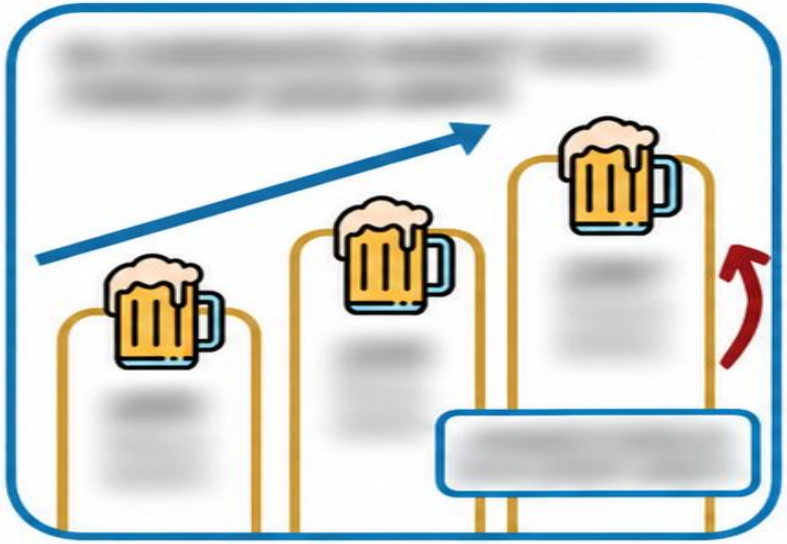
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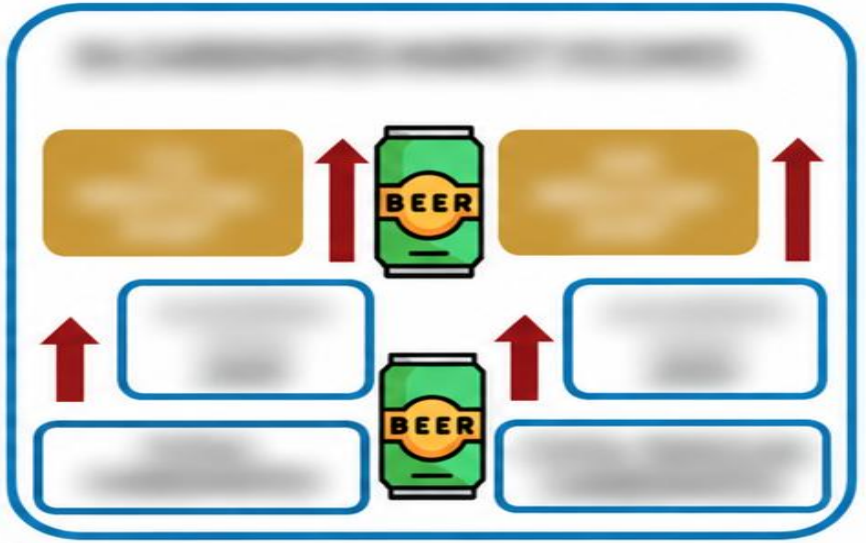
SA CARBONATED SOFT DRINKS INDUSTRY

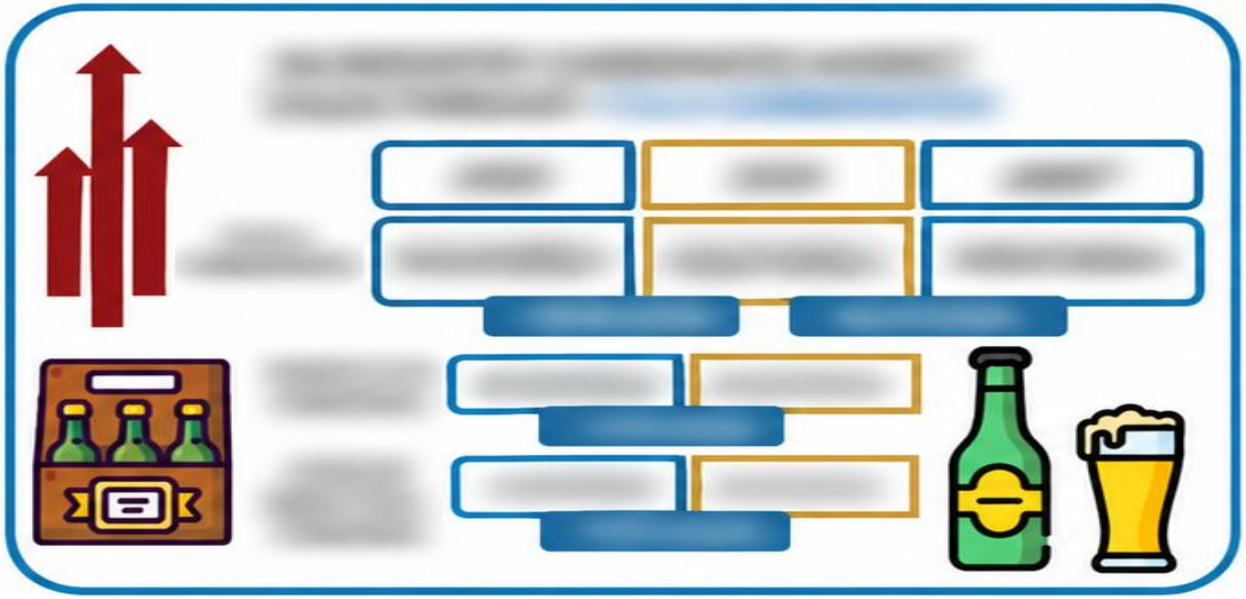
MARKET SIZE OVERVIEW

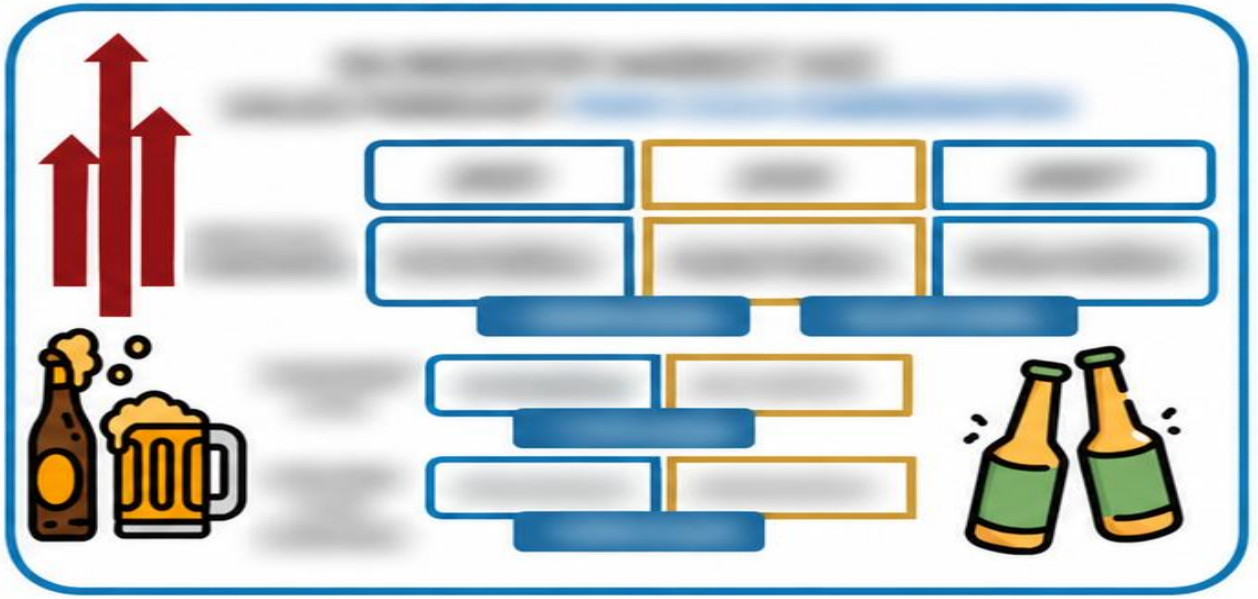
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REPORT SAMPLE: COMPANY NEWS

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SAB Reintroduces Tavern Intervention Programme

In September 2026, South African Breweries reintroduced its Tavern Intervention Programme for Men (TIP), in partnership with NGO Men for Development in South Africa (MEDSA). Five-day workshops targeting 60 men per session were held in taverns nationwide, aiming to drive behavioural change among perpetrators of crime and alcohol-related social ills. ***(10 September 2026)***

SAB Issues Warning on Alcohol Tax Overhaul Plans

In August 2026, South African Breweries (SAB) opposed National Treasury's proposed alcohol excise overhaul, advocating for inflation-linked increases rather than above-CPI hikes. Moreover, SAB warned a proposed 20% standard beer rate increase would widen the gap between legal and illicit alcohol, with illicit volumes having risen 55% since 2017. ***(27 August 2026)***

SAB Opens 2026 Graduate Trainee Applications

In April 2026, South African Breweries opened applications for its 2026 Graduate Management Trainee programme, with a closing date of 30 June 2026. The rotational programme targeted recent graduates with a bachelor's degree and up to two years of experience, covering Sales, Supply Chain, and one additional function, with permanent placement upon completion. ***(29 April 2026)***

SAB Warns R25bn Illicit Alcohol Market Threatens Jobs

In February 2026, South African Breweries warned that above-inflation excise increases were driving consumers toward illegal alternatives, with the illicit market valued at R25.1 billion. Euromonitor reported 55% volume growth between 2017 and 2024, while government lost R16.5 billion in tax revenue in 2024 alone. Nearly one in five drinks sold was estimated to be illegal. ***(14 February 2026)***

SAB Confirms it Sources 95% of Raw Materials Locally

In October 2025, South African Breweries (SAB) confirmed that 95% of raw materials used in its beers were sourced locally, with barley farmers in Caledon, Western Cape, and Taung, North West. SAB donated mechanisation to smallholder farmers in Taung supplying barley for Castle Free, and maintained a dedicated agronomy team and R&D centre in Caledon. ***(30 October 2025)***

SAB Foundation Awards R3m to Local Innovators

In October 2025, the SAB Foundation distributed over R3 million at its 2025 Social Innovation and Disability Empowerment Awards. Blind SA's White Cane initiative, which locally produces white canes, won the Disability Empowerment Award and R1.3 million. SUM1 Investments, which channels stokvel savings to township businesses, won the Social Innovation Award and R1.3 million. ***(16 October 2025)***



SAB130
To a Future With More Cheers

Source: Logo

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REPORT SAMPLE: BRANDS/PRODUCTS

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IMAGE	PRODUCT	DESCRIPTION	IMAGE	PRODUCT	DESCRIPTION
	**Carling Black Label**	A full-flavoured Lager Beer with a rich aroma, bold earthy notes and a smooth, refreshing finish.		**Corona Extra**	A Mexican Lager Beer with a light body, slightly fruity aroma and crisp, refreshing bitterness.
	**Castle Double Malt**	A Lager Beer brewed using two South African malts, offering complex flavours, a fuller body and a smooth, creamy finish.		**Flying Fish**	A flavoured alcoholic beverage available in Pressed Lemon and Chilled Green Apple varieties, offering a sweet and refreshing taste.
	**Castle Lager**	A Lager Beer brewed using South African ingredients, offering a balanced flavour that is slightly bitter and dry.		**Hansa Pilsener**	A light-bodied Pilsener Beer with a golden colour and floral hop aroma, offering a crisp, clean and refreshing taste.
	**Castle Lite**	A light Lager Beer brewed at low temperatures, offering a crisp, refreshing taste with fewer calories and carbohydrates.		**Lion Lager**	A Lager Beer brewed using locally sourced malt and speciality hops, offering a balanced flavour.
	**Castle Milk Stout**	A dark Stout Beer made using roasted malt, offering a rich flavour with hints of toffee, butterscotch and coffee.		**Stella Artois**	A Belgian Lager Beer with a pale golden colour, floral aroma and slightly sweet, malty flavour with a clean, bitter finish.

Source: SABLocal; SABGlobal

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SA COMPETITOR MARKET SHARE ANALYSIS REPORT

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The **Competitor Market Share Analysis Insights Report** provides valuable market intelligence on company and brand performance, featuring market share, retail sales and volume data for the period 2021–2025. By tracking performance over time, the report enables decision-makers to benchmark competitors, identify market share shifts, assess sales growth and understand the competitive positioning of individual companies and brands to inform strategic business decisions.

Key questions the report answer

- What is each company's market share, and how has it changed from 2021 to 2025?
- What is the market share of individual brands, and how has their position evolved?
- What are the annual retail sales of each company from 2021 to 2025?
- What are the annual retail volume of individual brands over this period?
- How does your company's and brand's performance compare with key competitors?

Sample: Market Share



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SOUTH AFRICAN INDUSTRY INSIGHTS REPORT

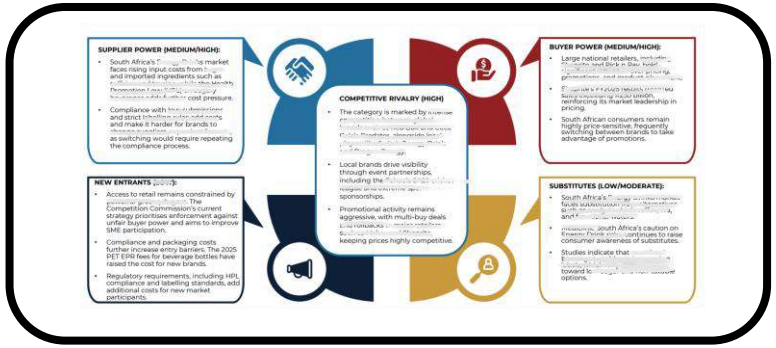
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The **South African Industry Insights Report** provides a comprehensive overview of the local market, examining the competitive landscape and key industry developments. It explores emerging trends, product innovation, technological advancements and the economic, social and regulatory factors shaping the market, highlighting key opportunities and challenges influencing future industry growth.

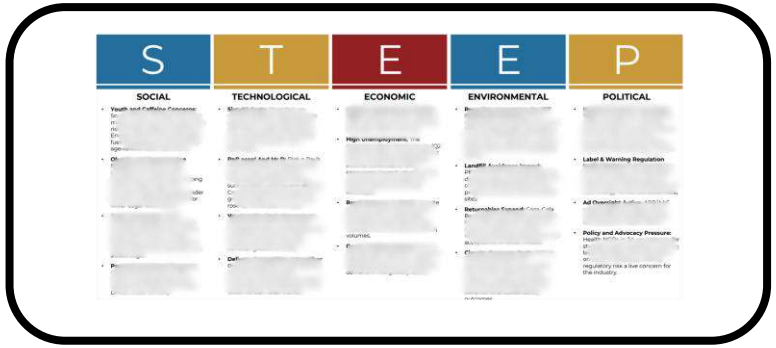
Key questions the report will help you to answer

- What is the Porter's Five Forces and STEEP analysis for the South African markets?
- What are the latest industry trends and product innovations?
- What are the key drivers shaping market growth?
- Which challenges could affect future industry growth
- What innovations and technology are shaping the South African industry?

Sample: Porter's Five Forces



Sample: Steep Analysis



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FLAVOUR ANALYSIS INSIGHTS REPORT

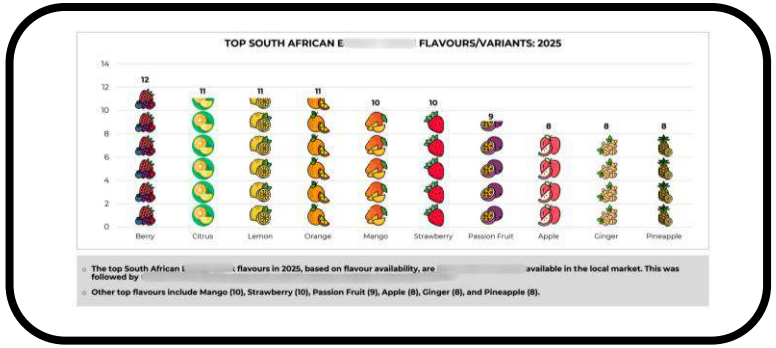
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The **Flavour Analysis Insights Report** provides an overview of flavour availability and product variety across the South African market. It compares the flavour offerings of leading brands, identifies the most prominent flavours and examines global and local flavour trends, highlighting emerging preferences, product innovation and opportunities for differentiation.

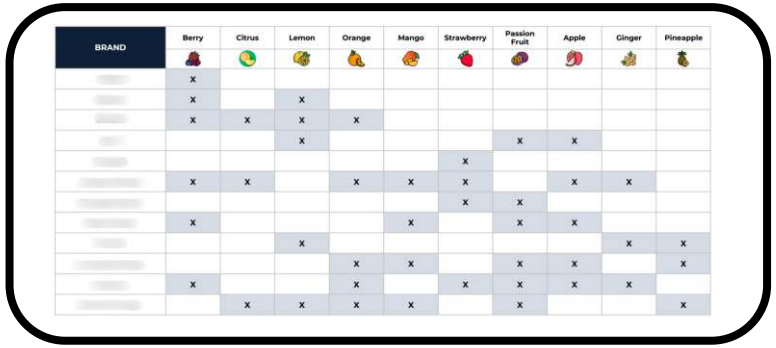
Key questions the report will help you to answer

- What are the current flavour trends and prominent flavours in the global and local market?
- Which flavours are most widely available in the South African market, and which have the greatest variety of product variants?
- Which flavours are unique to specific brands, and where are there similarities or gaps in flavour offerings?

Sample: Flavour Analysis



Sample: Flavour Matrix



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PRICING ANALYSIS INSIGHTS REPORT

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The **Pricing Analysis Insights Report** provides a comparative overview of product prices across leading South African retail outlets. It examines pricing differences across retailers, brands and product sizes, offering valuable insights into market pricing, price positioning and the competitive retail landscape.

Key questions the report answer

- What are the prices of popular Beer brands across South African retail outlets?
- How do product prices compare?

Sample: Pricing Analysis

BRAND AND SIZE			Checkers	makro	Pick n Pay	SPAR
[redacted]		[redacted]	R79.99	R73.95	R81.49	N/A
		24 x 500ml	N/A	R285.95	R310.49	N/A
[redacted]		500ml	R19.99	N/A	R19.99	N/A
		6 x 500ml	R119.99	N/A	R116.49	N/A
[redacted]		500ml	R19.99	N/A	R19.99	N/A
		6 x 500ml	R119.99	N/A	R116.49	N/A
[redacted]		500ml	R15.99	R14.95	R15.99	R15.49
		6 x 500ml	R89.99	R77.95	R94.99	R91.99
[redacted]		500ml	R15.99	N/A	R15.99	R15.49

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GLOBAL INDUSTRY INSIGHTS REPORT

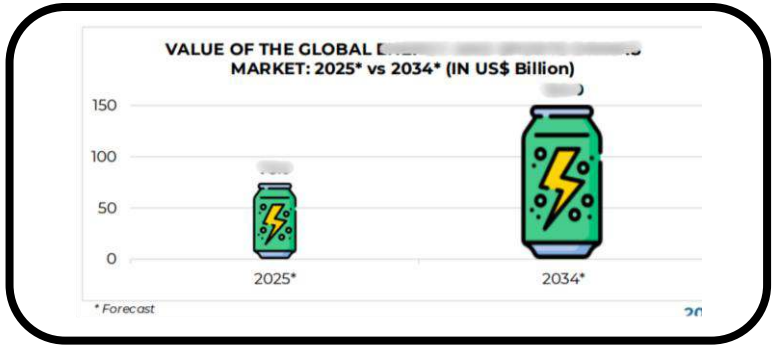
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The **Global Industry Insights Report** provides a comprehensive overview of global market dynamics, market size and growth forecasts, and key regional markets. It explores the competitive landscape, emerging consumer trends, product innovation and technological developments, alongside the key drivers and challenges shaping industry growth worldwide.

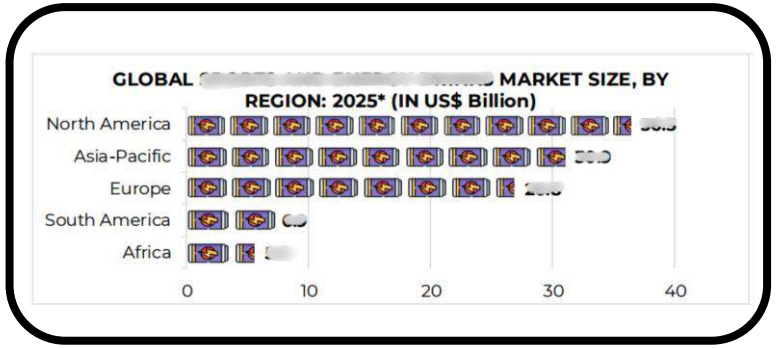
Key questions the report will help you to answer

- What are the current market dynamics of the Global Beer industry?
- Which are the key markets within the Global Beer industry?
- Which regions represent the largest markets, and what are the key developments shaping regional market growth?
- Which drivers and challenges could affect future industry growth?
- What innovations and technology are shaping the global industry?

Sample: Global Industry Overview



Sample: Key Markets - Regional



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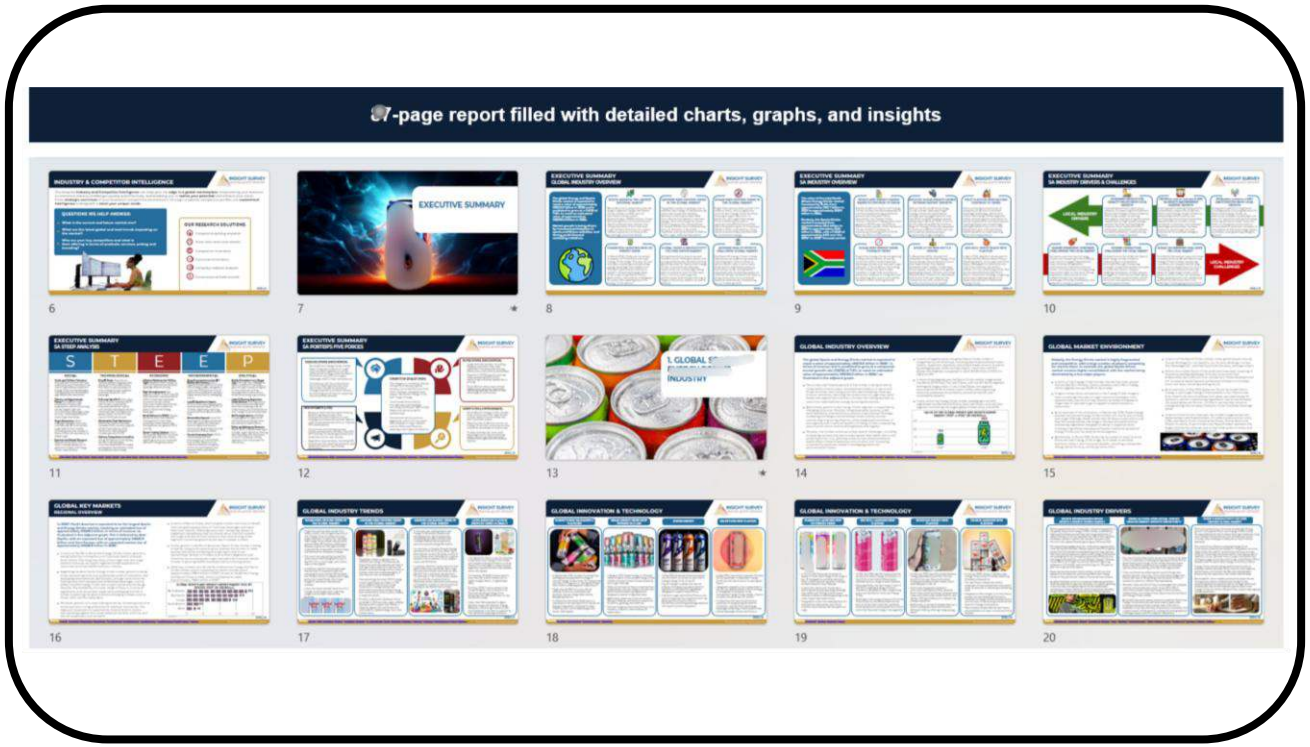
FULL LANDSCAPE INSIGHTS REPORT

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The **South African Beer Full Industry Landscape Insights Report** provides a dynamic synthesis of industry research, examining the local and global **Beer industry** from a uniquely holistic perspective, with detailed insights into the entire value chain: market size, industry trends, innovation and technology, industry drivers and challenges, manufacturer/distributor overview, flavour, and pricing analysis.

- Executive Summary
- Gobal Industry Snapshot
- South African Industry Snapshot
- South African Industry Drivers & Challenges
- South African Steep Analysis
- South African Porter's Five Forces
- Global Beer Industry
- South African Beer Industry
- South African Beer Industry: Market Size
- South African Beer Industry Manufacturer & Distributor Overview
- South African Beer Industry Flavour Analysis
- South African Pricing Analysis

Sample: Screenshot of Selected Report Slides



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COMPANY OVERVIEW

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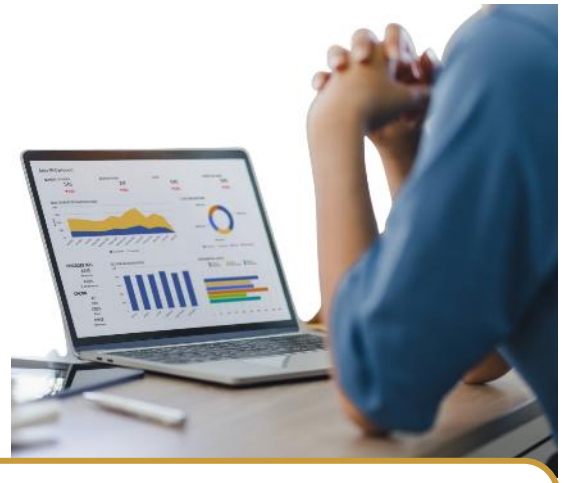
We are a South African, boutique market research agency with 20 years of experience, specialising in **Business-to-Business (B2B) and Industry Research**. We provide bespoke solutions to deliver business growth by ensuring you make **smarter, data-driven decisions with reduced investment risk**.

Bespoke B2B Market Research Solutions



We provide **actionable insights** that deliver **business growth through customised surveys and interviews** with B2B stakeholders and decision makers.

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Our **market intelligence services** will ensure that you always stay ahead of **highly competitive South African markets**.

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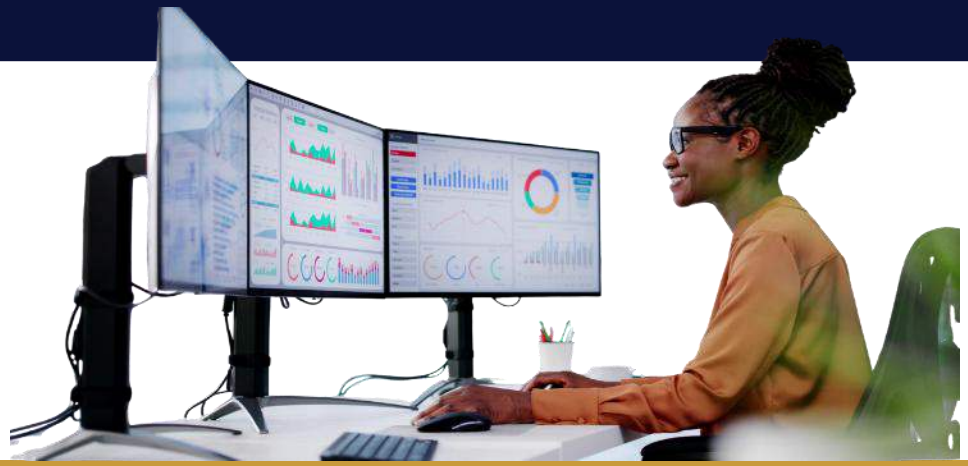
INDUSTRY & COMPETITOR INTELLIGENCE

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Our bespoke **Industry and Competitor Intelligence** can help give the **edge in a global marketplace**, empowering your business to overcome industry challenges quickly and effectively, and enabling you to **realise your potential** and achieve your vision. From **strategic overviews** of your business's competitive environment through to specific competitor profiles, our **customised Intelligence** is designed to **meet your unique needs**.

QUESTIONS WE HELP ANSWER:

- **What is the current and future market size?**
- **What are the latest global and local trends impacting on the market?**
- **Who are your key competitors and what is their offering in terms of products, services, pricing and branding?**



OUR RESEARCH SOLUTIONS

- Competitor pricing research
- Store visits and store checks
- Competitor interviews
- Customer interviews
- Company website analysis
- Governmental held records

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OUR FOOD AND BEVERAGE CLIENTS

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TIGER BRANDS

AVI

BURGER KING

THE Coca-Cola COMPANY

famous | brands
you're in good company

HUNGRY LION

i'm lovin' it

McCain

Nando's

Nestlé

PIONEER FOODS
REALISING POTENTIAL

Premier

RCL FOODS

SPUR CORP.
LEADING FOR THE GREATER GOOD

vida e caffè

VIMTO

We are a proudly South African company that have provided market research and intelligence to local and global brands. We have worked with some of the greatest companies and brands in their industries.



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