


INSIGHT SURVEY
Business growth delivered

# SOUTH AFRICAN
# LOW/NO ALCOHOL
## INDUSTRY INSIGHTS SAMPLE REPORT 2026

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## On-Demand Industry Insights Reports

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An 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.

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**Smarter insights. Built around your customised needs and budget.**



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**On-Demand Industry Insights Reports**



## 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.

**Contact us to discuss scope**

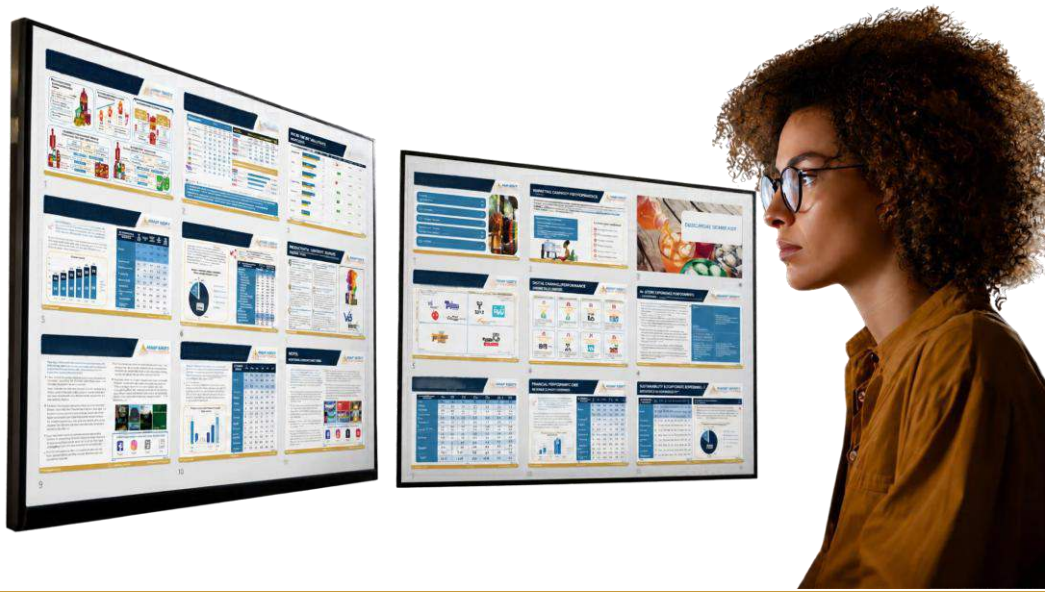
# SA MARKET SIZING & COMPETITOR ANALYSIS

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The **South African Low/No Alcohol Market Sizing and Competitor Analysis Insights Report** will examine low- and no-alcohol beer and cider, non-alcoholic wine, spirit alternatives, and ready-to-drink beverages (RTDs). It will cover market size, key manufacturers and distributors, product portfolios, company developments, marketing and advertising activity, and social media following.

## Key questions the report will help you to answer

- What are the market volumes and values across the included beverage categories, covering 2020–2025 and forecasts for 2026–2030?
- Which are the key manufacturers, distributors, and retail players in the South African Low/No Alcohol 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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DARLING BREW
SINCE 2010

ABSTINENCE®
PREMIUM DISTILLED NON-ALCOHOLIC SPIRITS

SAB
The South African Breweries

SUP

VERMONT

SOUTH AFRICA
Devil's Peak
BEER COMPANY

VRL
VAN LOVEREN

lautus

HEINEKEN
beverages

de Pizan

DARLING CELLARS

JOHN ROSS

NORAH'S VALLEY
DE-ALCOHOLISED

Leopard's Leap

JUST SHORT

LIQUIDCO

THOR



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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
Category coverage: low/no-alcohol beer and cider, non-alcoholic wine, spirit alternatives, and RTDs.
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



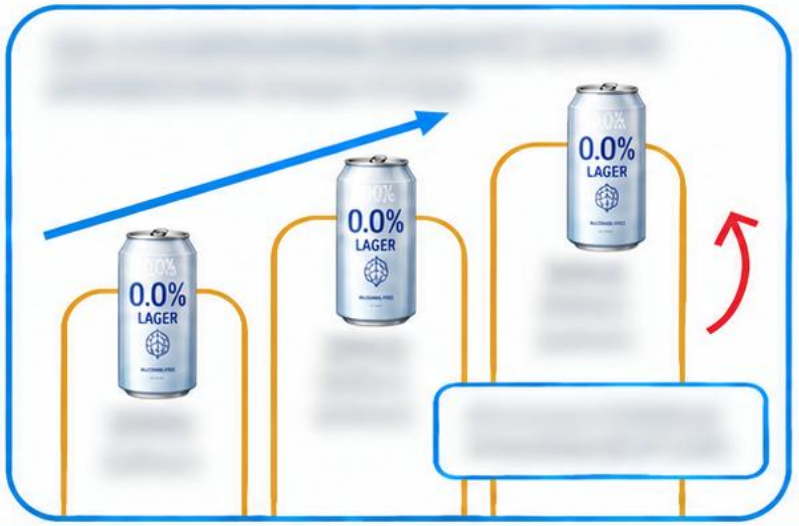


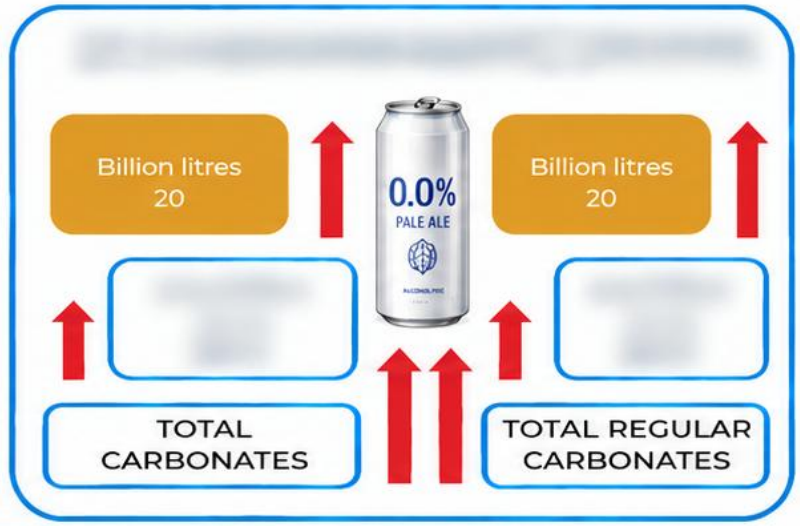

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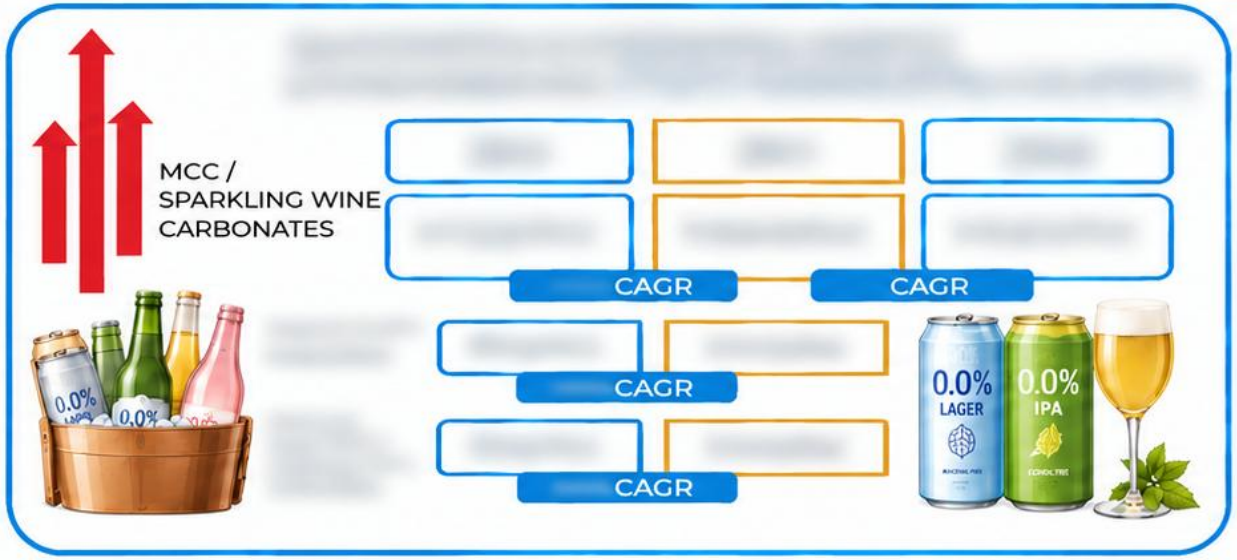
# REPORT SAMPLE: MARKET SIZE OVERVIEW

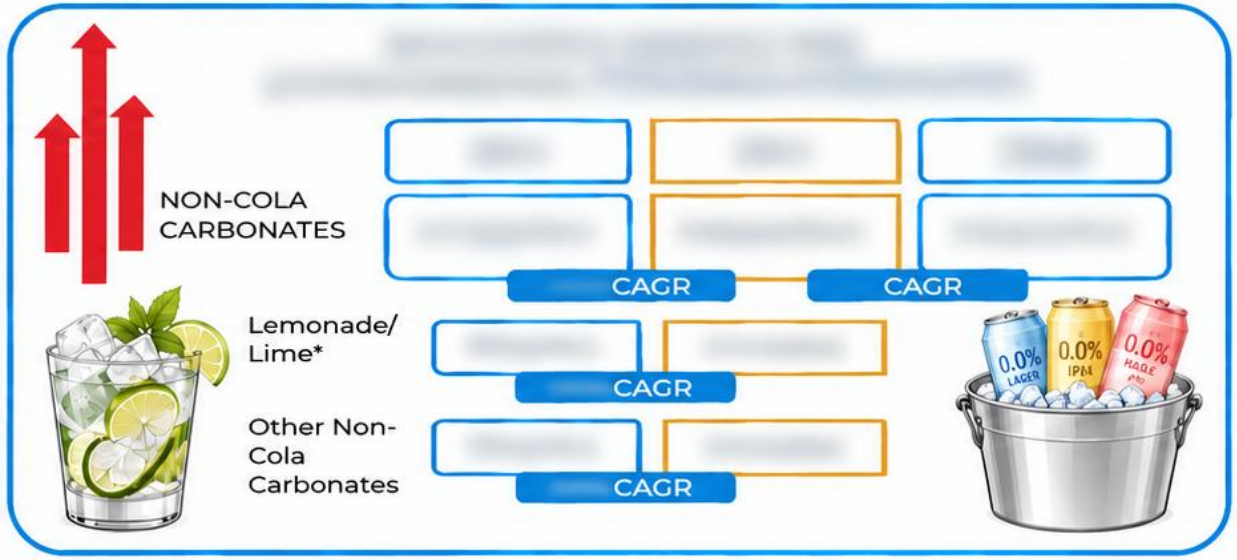
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# REPORT SAMPLE: COMPANY NEWS

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## Van Loveren Celebrates Drink Local Wine Week

In October 2026, Van Loveren Family Vineyards marked Drink Local Wine Week, held from 11 to 17 October, by encouraging consumers to explore and support South African wines. As part of the campaign, the winery offered a 25% discount on selected ranges during its birthday month, promoting local wine discovery and celebrating the people behind the country's wine industry. ***(11 October 2026)***

## Van Loveren Runs Ticket Giveaway for Sip & Savour Rietvallei Festival

In October 2026, Van Loveren Family Vineyards promoted the Sip & Savour Rietvallei Edition wine festival through a social media giveaway offering four tickets to one winner. To enter, participants were asked to like the post, tag three friends and follow Van Loveren and Robertson Wine Valley on Instagram. The campaign encouraged audience engagement while promoting a local wine festival in South Africa. ***(9 October2026)***

## Van Loveren Offers 25% Discount on Almost Zero and Absolute Zero Ranges

In October 2026, Van Loveren Family Vineyards celebrated its 46th anniversary by offering a 25% discount on selected wine ranges, including its Almost Zero de-alcoholised wines and Absolute Zero Alcohol-Free sparkling wines. The promotion marked the winery's anniversary and thanked customers for their continued support, while encouraging them to explore its broader portfolio. ***(1 October 2026)***

## Van Loveren Runs Papillon Hamper Giveaway Featuring Non-Alcoholic Mimosa

In April 2026, Van Loveren Family Vineyards ran a social media giveaway for a Papillon hamper valued at R890. It included two Non-Alcoholic Papillon Mimosas, two regular Mimosas, two bottles of Papillon Sparkling Wine Brut, a branded ice bucket and chocolate. The competition encouraged Instagram users to follow the brand, like the post and tag friends, with entries closing on 30 April. ***(10 April 2026)***

## Van Loveren's Easter Fun Run Features Alcoholic and Non-Alcoholic Mimosa

In March 2026, Van Loveren Family Vineyards hosted its Papillon Mimosa Fun Run and Vineyard Cork Hunt in Robertson, South Africa. The 5km run featured refreshment stations serving alcoholic and Non-Alcoholic Papillon Mimosa, with grape juice available for children. The family event also included an Easter cork hunt, food and wine pairing platters, and live music. ***(19 March 2026)***

## Van Loveren's Retief Family Receives Visionary Leadership Award

In February 2026, the Retief family behind Van Loveren Family Vineyards received the 1659 Award for Visionary Leadership at South Africa's Wine Harvest Commemorative Event. The family was recognised for building brands such as Four Cousins, Almost Zero and Tangled Tree, and developing its Loxtonia cider. The award honoured the family's contribution to the local wine industry. ***(11 February 2026)***




VRL
VAN LOVEREN



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# REPORT SAMPLE: BRANDS/PRODUCTS

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| IMAGE | PRODUCT | DESCRIPTION | IMAGE | PRODUCT | DESCRIPTION |
|---|---|---|---|---|---|
|  | **Caprice Non-Alcoholic Classic** | A Non-Alcoholic sparkling white wine made from Muscat grapes, offering fruity, sun-kissed grape flavours, a refreshingly crisp taste and a soft sparkle. |  | **VRL Absolute Zero Brut** | A De-Alcoholised Sauvignon Blanc sparkling wine with 0% alcohol, offering crisp tropical flavours and a smooth, well-balanced finish. |
|  | **Caprice Non-Alcoholic Romance** | A Non-Alcoholic sparkling red wine made from Muscat grapes, offering fruity, sun-kissed grape flavours and suitable for pairing with fruit and desserts or serving as an apéritif. |  | **VRL Absolute Zero Nectar** | A De-Alcoholised sparkling wine with 0% alcohol, offering rich honey, fresh fruit and nougat flavours with a smooth, well-balanced finish. |
|  | **Loxtonia Non-Alcoholic Stone Fruit Flavoured Apple Cider** | A Non-Alcoholic apple cider with 0.4% ABV, a bright peach aroma with notes of nectarine and apple. |  | **VRL Almost Zero Merlot** | A virtually Alcohol-Free Merlot offering a smooth red-wine profile with mulberry flavours. |
|  | **Papillon Mimosa Zero %** | A Non-Alcoholic sparkling white grape juice blended with orange flavours, offering citrus notes and a crisp, refreshing finish. |  | **VRL Almost Zero Moscato Rosé** | A virtually Alcohol-Free Moscato Rosé, offering an aromatic profile with rose petal and strawberry flavours. |
|  | **Papillon Sparkling White** | A Non-Alcoholic sparkling white grape juice made from Muscat grapes, offering sweet, fruity flavours and suited to pairing with desserts and fruit. |  | **VRL Almost Zero Sauvignon Blanc** | A virtually Alcohol-Free Sauvignon Blanc, offering delicate apple, citrus and tropical fruit flavours. |



**Source:** CapriceClassic, CapriceRomance; Loxtonia; PapilMimosa; PapilSparkWhite; AbsolZBrut; AbsolZNectar; AlmoZMerlot; AlmoZMoscato; AlmoZSauvBla

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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. Coverage includes low/no-alcohol beer and cider, non-alcoholic wine, spirit alternatives, and RTDs. 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 within each included beverage category, and how has it changed between 2021 and 2025?
- What is each brand's market share within its beverage category, and how has it changed over this period?
- 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

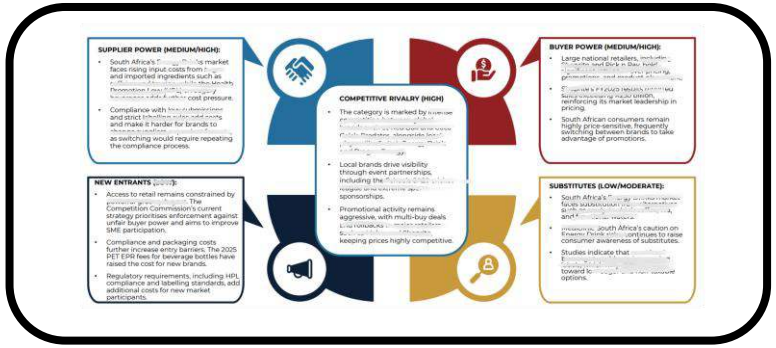
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The **South African Industry Insights Report** provides a comprehensive overview of the local market, examining the competitive landscape and key industry developments. The scope includes low/no-alcohol beer and cider, non-alcoholic wine, spirit alternatives, and RTDs. 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.

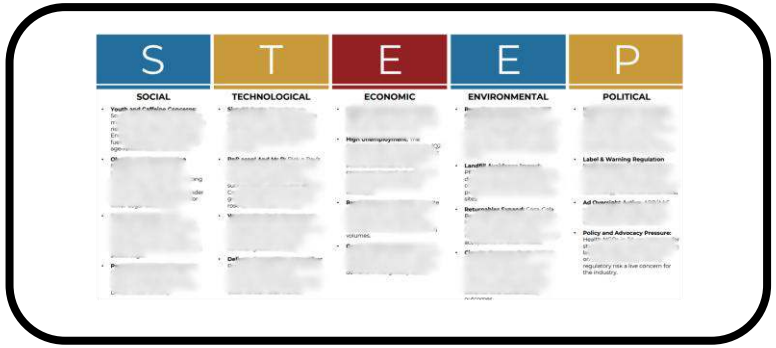
## Key questions the report will help you to answer

- 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

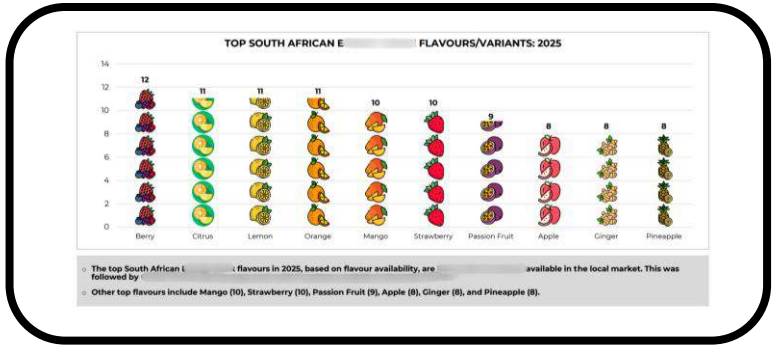
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The **Flavour Analysis Insights Report** provides an overview of flavour availability and product variety across the South African market. It compares the flavour offerings of leading brands, identifies the most prominent flavours and examines global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

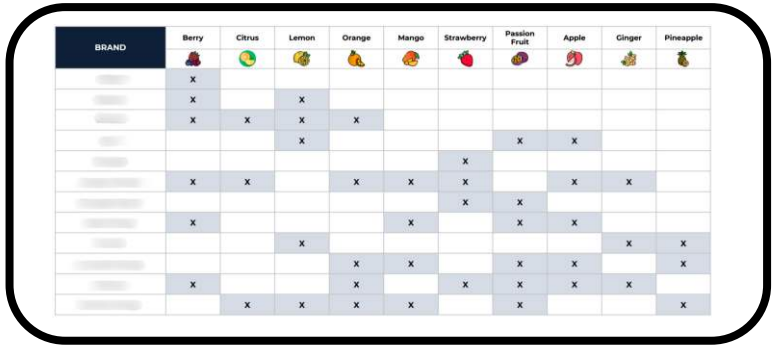
## Key questions the report will help you to answer

- 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

- How do prices compare across brands, retailers, and pack sizes within each included low/no-alcohol beverage category?
- How do product prices compare?

## Sample: Pricing Analysis

| BRAND AND SIZE | | | Checkers | makro | Pick n Pay | SPAR |
|---|---|---|---|---|---|---|
| [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

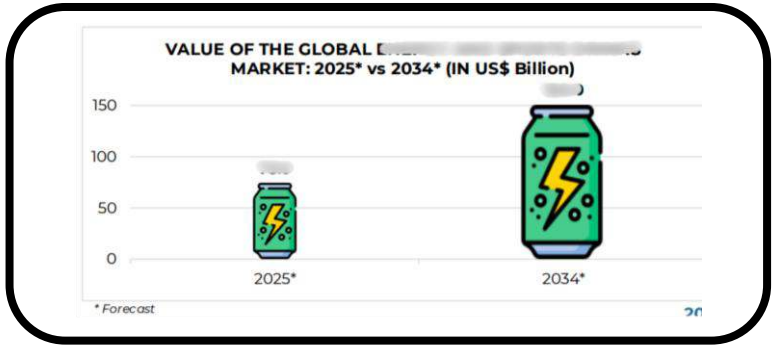
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The **Global Industry Insights Report** provides a comprehensive overview of global market dynamics, market size and growth forecasts, and key regional markets. Coverage includes low/no-alcohol beer and cider, non-alcoholic wine, spirit alternatives, and RTDs, with differences in category definitions across markets identified where relevant. It explores the competitive landscape, emerging consumer trends, product innovation and technological developments, alongside the key drivers and challenges shaping industry growth worldwide.

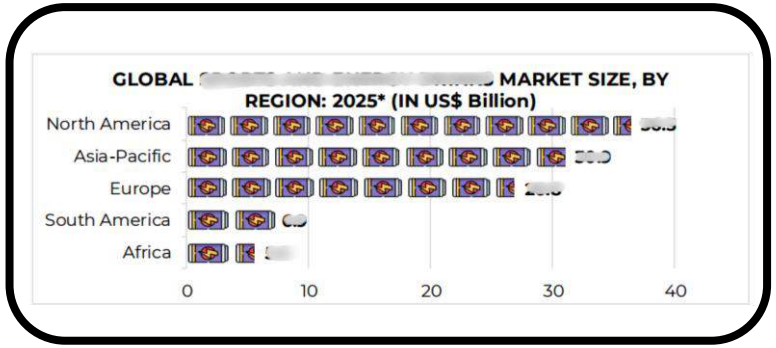
## Key questions the report will help you to answer

- What are the current market dynamics of the Global Low/No Alcohol Drinks industry?
- Which are the key markets within the Global Low/No Alcohol Drinks 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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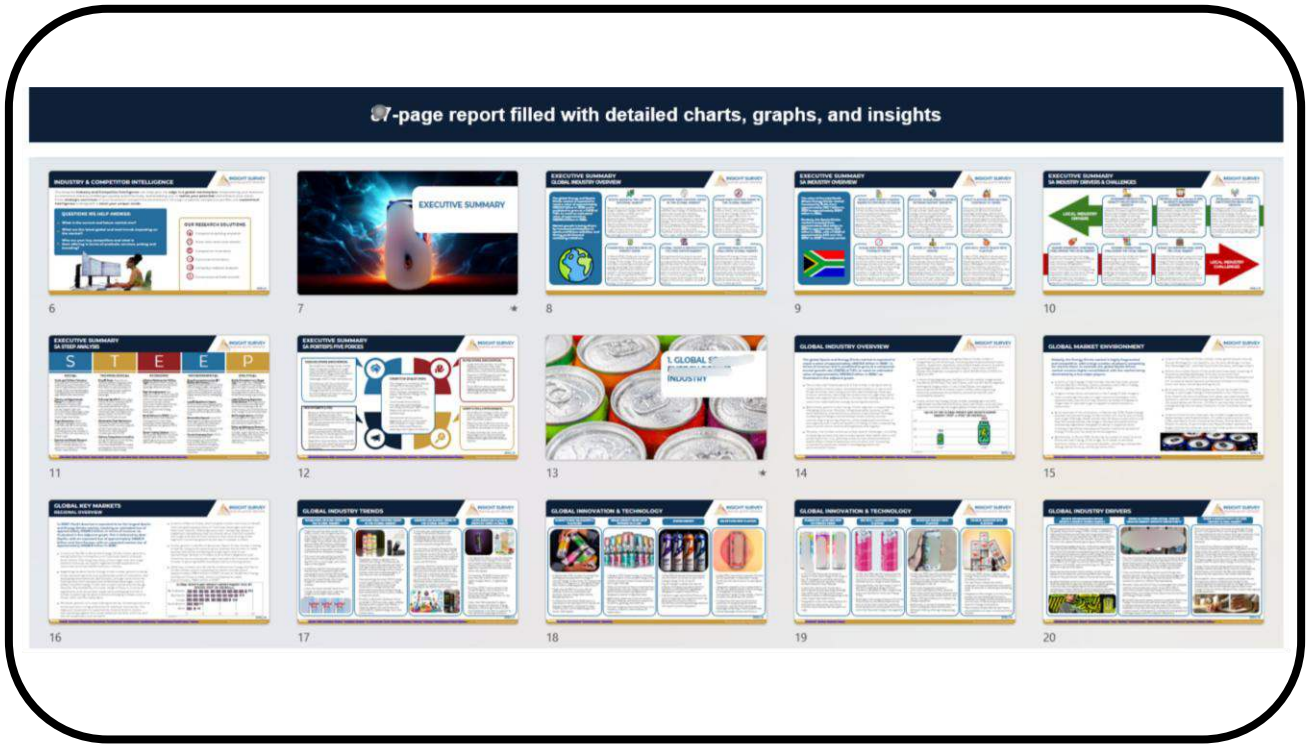
# FULL LANDSCAPE INSIGHTS REPORT

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The **South African Low/No Alcohol Full Landscape Insights Report** will examine the global and South African markets for low/no-alcohol beer and cider, non-alcoholic wine, spirit alternatives, and RTDs. It will cover market size, industry trends, innovation and technology, growth drivers and challenges, manufacturers and distributors, flavour analysis, and retail pricing.

- Executive Summary
- Global Industry Snapshot
- South African Industry Snapshot
- South African Industry Drivers & Challenges
- South African Steep Analysis
- South African Porter's Five Forces
- Global Low/No Alcohol Industry
- South African Low/No Alcohol Industry
- South African Low/No Alcohol Industry: Market Size
- South African Low/No Alcohol Industry Manufacturer & Distributor Overview
- South African Low/No Alcohol Industry Flavour Analysis
- South African Pricing Analysis

## Sample: Screenshot of Selected Report Slides






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| South African Low/No Alcohol Industry: Full Landscape Insights Report 2026 | R95,000.00 | |
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# COMPANY OVERVIEW

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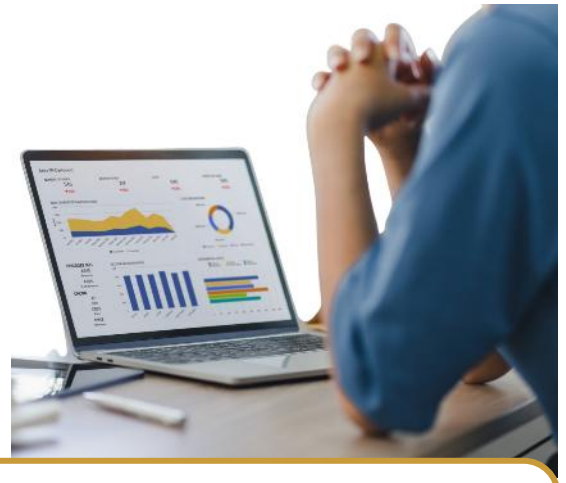
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We provide **actionable insights** that deliver **business growth through customised surveys and interviews** with B2B stakeholders and decision makers.

## Market and Competitor Intelligence



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



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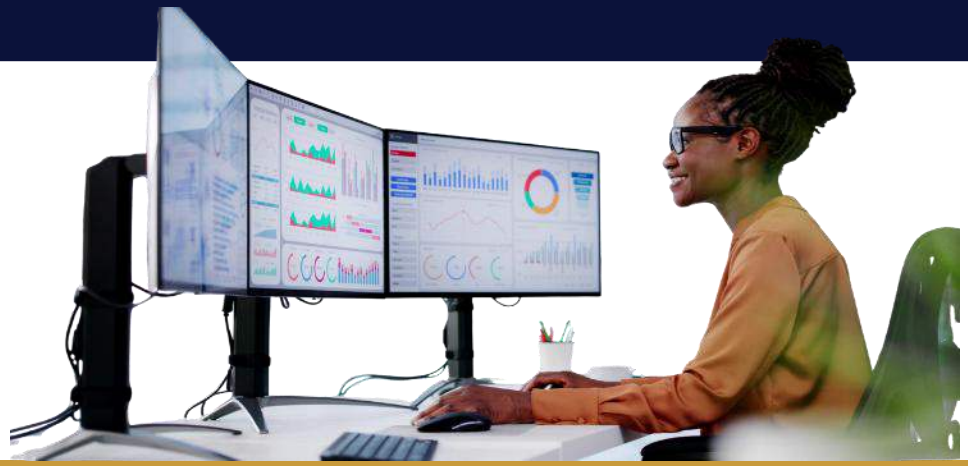
# INDUSTRY & COMPETITOR INTELLIGENCE

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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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