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Business growth delivered

SOUTH AFRICAN
TEQUILA & MEZCAL
INDUSTRY INSIGHTS SAMPLE REPORT 2026

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Based on your research needs and budget, choose from our ready-to-buy reports or custom intelligence reports which are compiled on-demand.

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

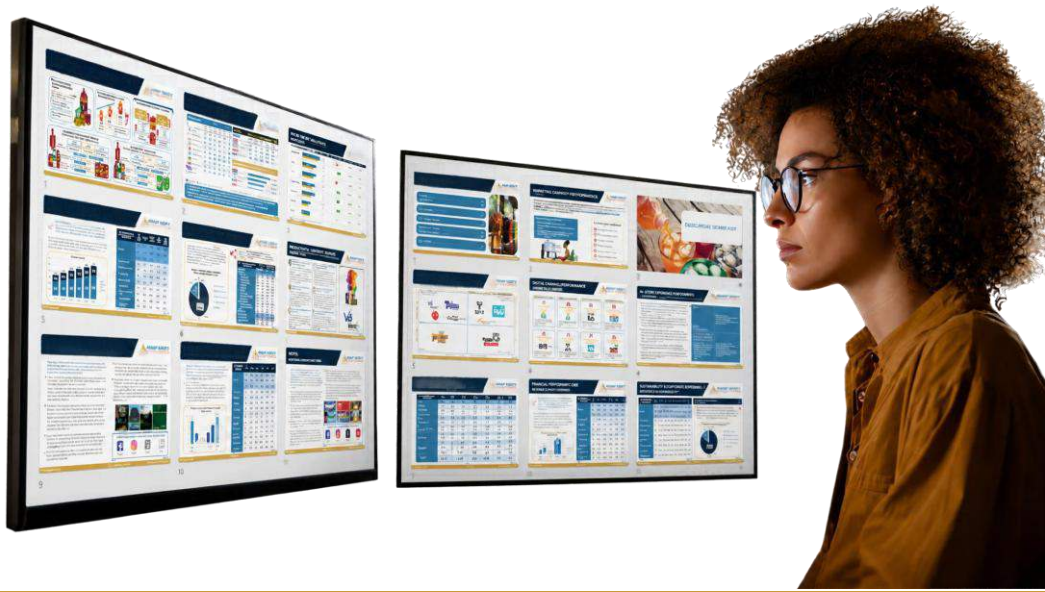
SA MARKET SIZING & COMPETITOR ANALYSIS

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The **South African Tequila & Mezcal Market Sizing and Competitor Analysis Insights Report** provides a dynamic synthesis of industry research, examining the local **Tequila & Mezcal 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 Tequila & Mezcal 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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EDWARD SNELL & CO.

Pernod Ricard

INZALO
DESCENDANT AGAVE SPIRITS

LEONISTA
100% KAROO AGAVE

CAMPARI GROUP

rgbc

LA TIERRA
FROM MEXICO TO MZANSI

MEZCAL VAGO

CLASE AZUL
MÉXICO

LOS DANZANTES
DESTILERÍA

DOÑA FUEGO TEQUILA

HOUSE OF AGAVE
FINEST QUALITY SPIRITS

TRUMAN & ORANGE
FINE LIQUOR MERCHANTS

DGB

AMBER
BEVERAGE GROUP

DIAGEO

HOPE
DISTILLERY

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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

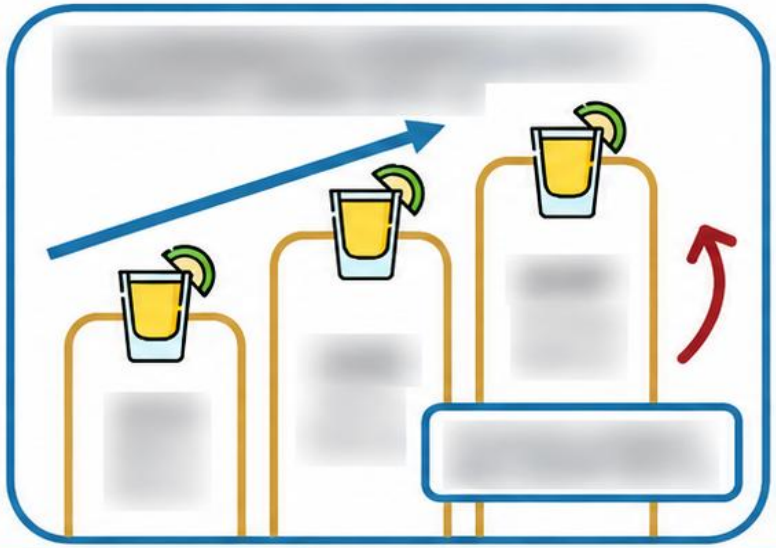


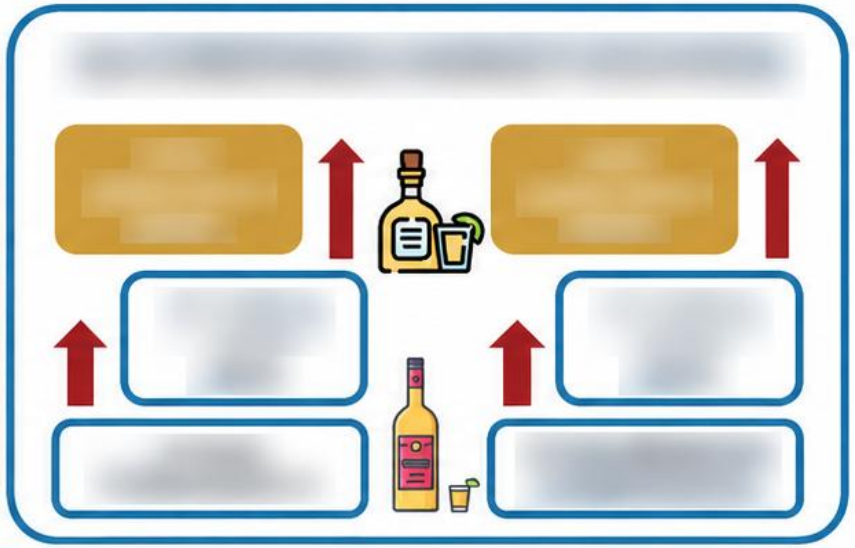
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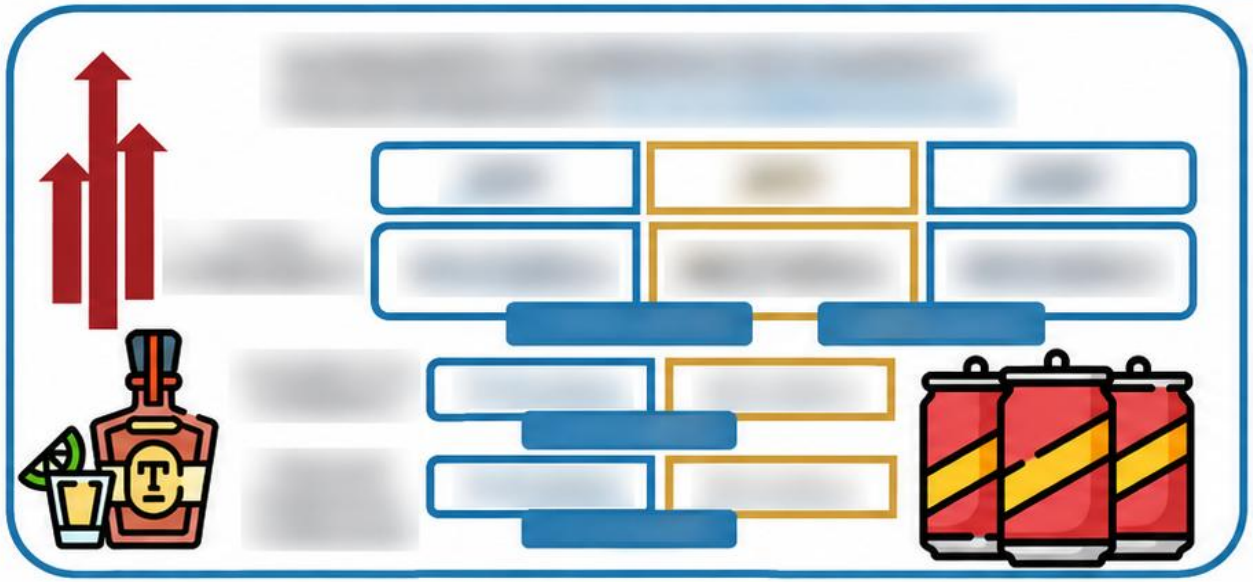
REPORT SAMPLE: MARKET SIZE OVERVIEW

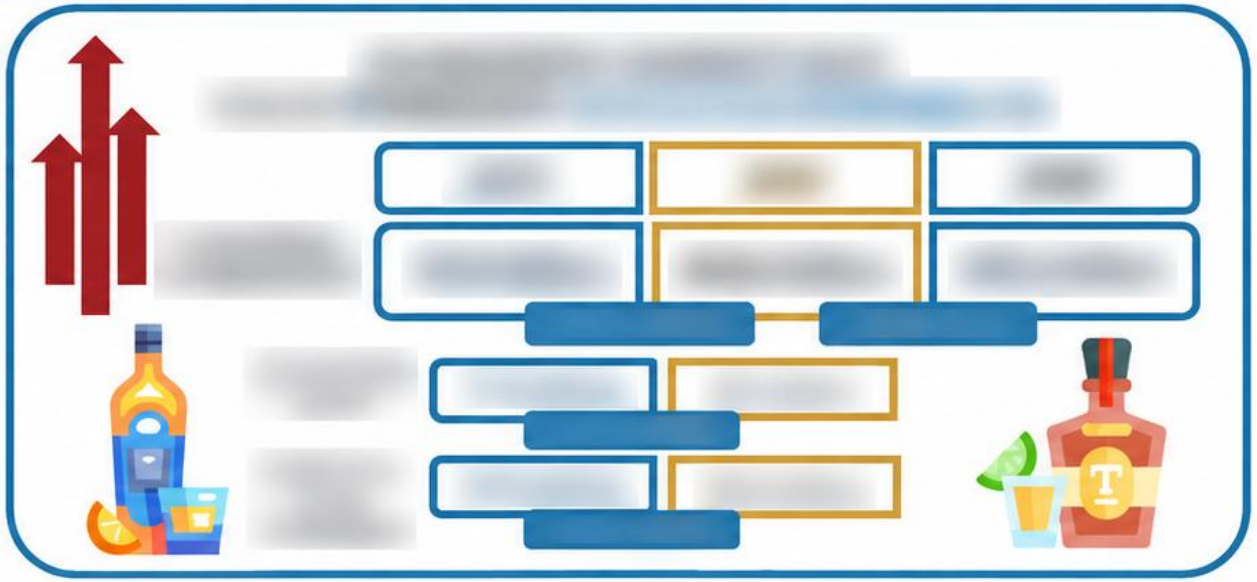
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REPORT SAMPLE: COMPANY NEWS

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Don Julio Marks World Tequila Day Nationwide

In July 2026, Don Julio ran a World Tequila Day campaign across Johannesburg, Cape Town and Durban, featuring guided tastings, signature serves and culinary pairings at premium venues. From 20-26 July, consumers purchasing any Don Julio bottle, excluding Don Julio 1942, at Pick n Pay stores or via Pick n Pay ASAP received a complimentary Fitch and Leedes mixer 6-pack. ***(22 July 2026)***

George Hunter Wins Diageo World Class SA Bartender Title

In July 2026, bartender and cocktail bar owner George Hunter won Bartender of the Year at the Diageo World Class South Africa competition in Rosebank, Johannesburg. Hunter was set to represent South Africa at the global finals in Scotland in October 2026, competing against finalists from 50 countries for the title of Global Bartender of the Year 2026.
(21 July 2026)

Don Julio Hosts Activation at 2026 Durban July

In July 2026, Don Julio activated at the Hollywoodbets Durban July in Durban, partnering with couturier Orapeleng Modutle and actress Linda Mtoba on a bespoke gown tied to the 'Country Allure' theme. The brand hosted 'Club 1942', an exclusive afterparty at Greyville Racecourse for creatives and industry leaders. Diageo Culture Manager Cebisa Luzipho represented the brand. ***(14 July 2026)***

Diageo SA Warns Against Further Spirits Excise Hikes

In February 2026, Diageo South Africa warned that further excise increases on spirits would strengthen organised crime. Excise on a 750 ml bottle had risen from R52 in 2016 to near R100, with illicit spirits accounting for 18% of the alcohol market and costing government R11.0 billion in lost annual revenue. Diageo called for a freeze in the 2026/27 budget.
(19 February 2026)

Diageo Partners with Africa Magic Viewers' Choice Awards via Don Julio

In December 2025, Diageo announced a partnership with the Africa Magic Viewers' Choice Awards (AMVCA), naming Don Julio as headline sponsor and official celebratory spirit of the event. The AMVCA broadcast across more than eight Africa Magic channels in 50-plus countries. Anne Joy Michira-Muhoro, Marketing Director for Diageo South, West and Central Africa, was quoted. ***(8 December 2025)***

Don Julio Africa Hosts Day of the Dead Event

In November 2025, Don Julio Africa hosted a Day of the Dead celebration in Braamfontein, Johannesburg, honouring the lives and legacies of late South African artists including Brenda Fassie and Lebo Mathosa. Media personalities attended the event, which included a performance by DBN Gogo, paying tribute to iconic figures in South African music.
(3 November 2025)



DIAGEO

Source: Logo; Image

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REPORT SAMPLE: BRANDS/PRODUCTS

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IMAGE	PRODUCT	DESCRIPTION	IMAGE	PRODUCT	DESCRIPTION
	**Astral Blanco**	A Blanco Tequila made from 100% Blue Weber agave, offering a smooth flavour with notes of citrus, clover honey, white pepper and tropical fruit.		**Don Julio 1942 Añejo**	A premium Añejo Tequila aged for at least two and a half years, offering a rich flavour with notes of caramel, chocolate, vanilla and roasted agave.
	**Astral Reposado**	A Reposado Tequila aged in American oak bourbon barrels, offering a smooth flavour with notes of caramelised agave, dried fruit, cinnamon and warm spices.		**Don Julio 70 Añejo Cristalino**	An Añejo Cristalino Tequila aged in American white oak barrels and charcoal-filtered, offering a smooth flavour with notes of vanilla, honey and toasted oak.
	**Casamigos Añejo**	An Añejo Tequila aged for at least 12 months in American white oak barrels, offering rich flavours of caramel, vanilla, sweet agave and subtle spice.		**Don Julio Añejo**	An Añejo Tequila aged for 18 months in American white oak barrels, offering a full-bodied flavour with notes of cooked agave, honey, caramel and oak.
	**Casamigos Blanco**	An unaged Blanco Tequila made from 100% Blue Weber agave, offering a crisp, clean flavour with notes of citrus, vanilla and sweet agave.		**Don Julio Blanco**	An unaged Blanco Tequila made from 100% Blue Weber agave, offering a light, crisp flavour with notes of fresh citrus and sweet agave.
	**Casamigos Reposado**	A Reposado Tequila aged for at least six months in American white oak barrels, offering a smooth flavour with notes of caramel, cocoa, dried fruit and oak.		**Don Julio Reposado**	A Reposado Tequila aged for eight months in American white oak barrels, offering a smooth flavour with notes of chocolate, vanilla, cinnamon and citrus.

Source: AstralBlanco; AstralReposado; Casamigos; CasamigosAnejo; CasamigosBlanco; CasamigosReposado; DonJulio; DJ1942; DJ70; DJAnejo; DJBlanco; DJReposado

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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

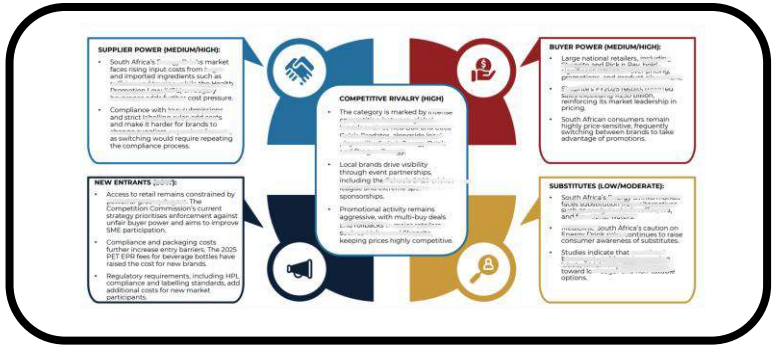
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The **South African Industry Insights Report** provides a comprehensive overview of the local market, examining the competitive landscape and key industry developments. It explores emerging trends, product innovation, technological advancements and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

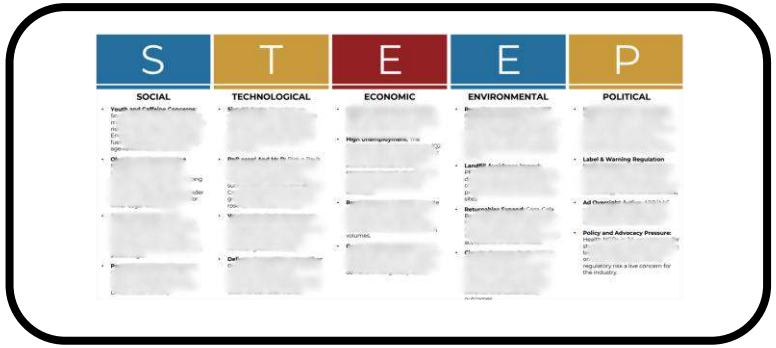
Key questions the report will help you to answer

- 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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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 Tequila & Mezcal 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

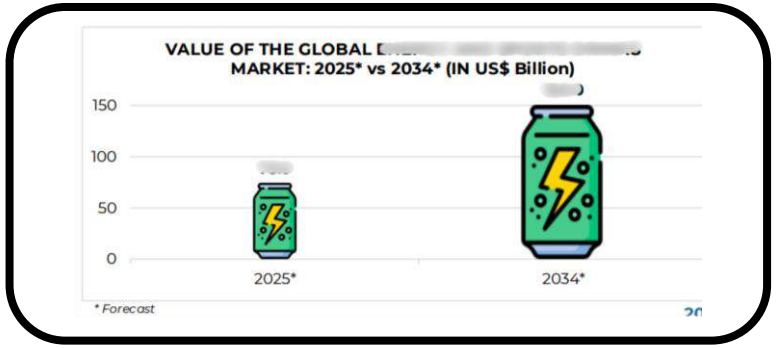
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The **Global Industry Insights Report** provides a comprehensive overview of global market dynamics, market size and growth forecasts, and key regional markets. It explores the competitive landscape, emerging consumer trends, product innovation and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

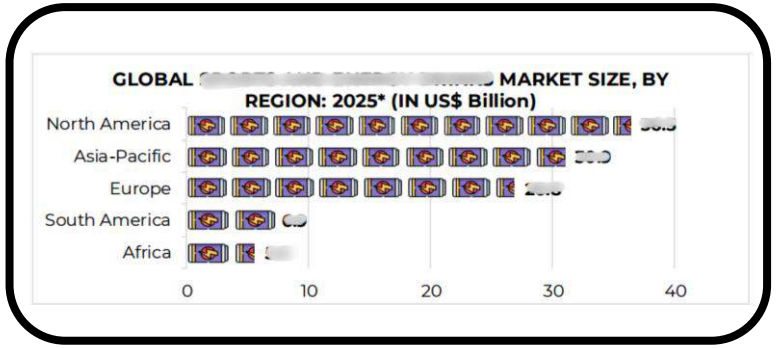
Key questions the report will help you to answer

- What are the current market dynamics of the Global Tequila & Mezcal industry?
- Which are the key markets within the Global Tequila & Mezcal 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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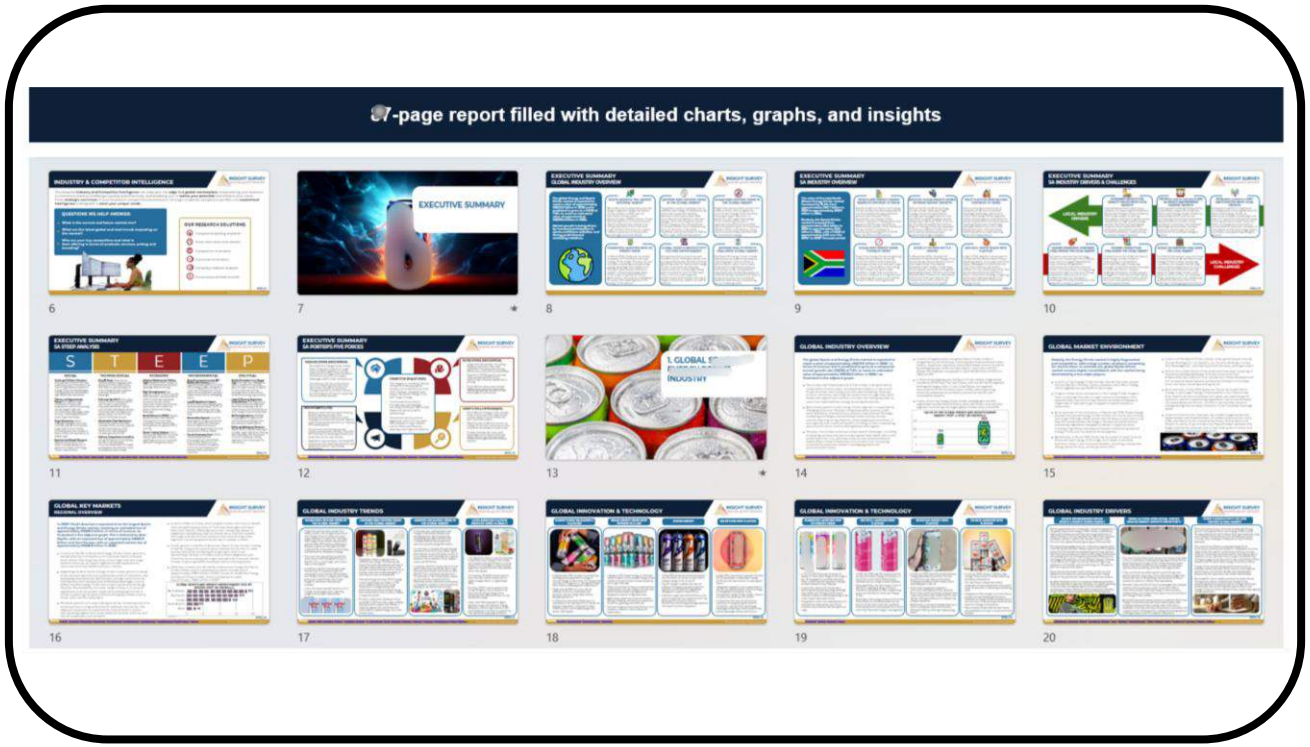
FULL LANDSCAPE INSIGHTS REPORT

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The **South African XXX Full Industry Landscape Insights Report** provides a dynamic synthesis of industry research, examining the local and global **Sports and Energy Drinks 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 Tequila & Mezcal Industry
- South African Tequila & Mezcal Industry
- South African Tequila & Mezcal Industry: Market Size
- South African Tequila & Mezcal Industry Manufacturer & Distributor Overview
- South African Tequila & Mezcal Industry Flavour Analysis
- South African Pricing Analysis

Sample: Screenshot of Selected Report Slides



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COMPANY OVERVIEW

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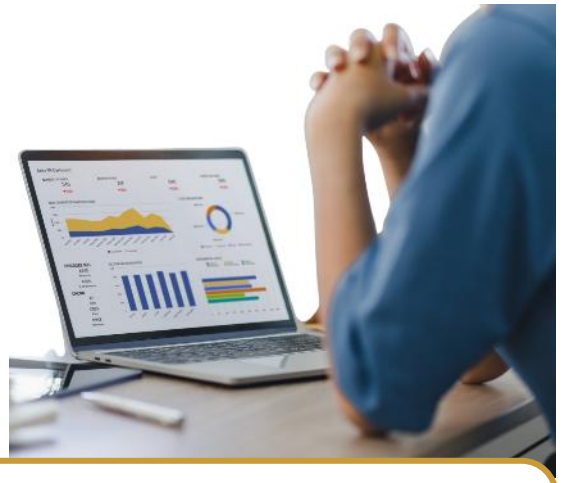
We are a South African, boutique market research agency with 20 years of experience, specialising in **Business-to-Business (B2B) and Industry Research**. We provide bespoke solutions to deliver business growth by ensuring you make **smarter, data-driven decisions with reduced investment risk**.

Bespoke B2B Market Research Solutions



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

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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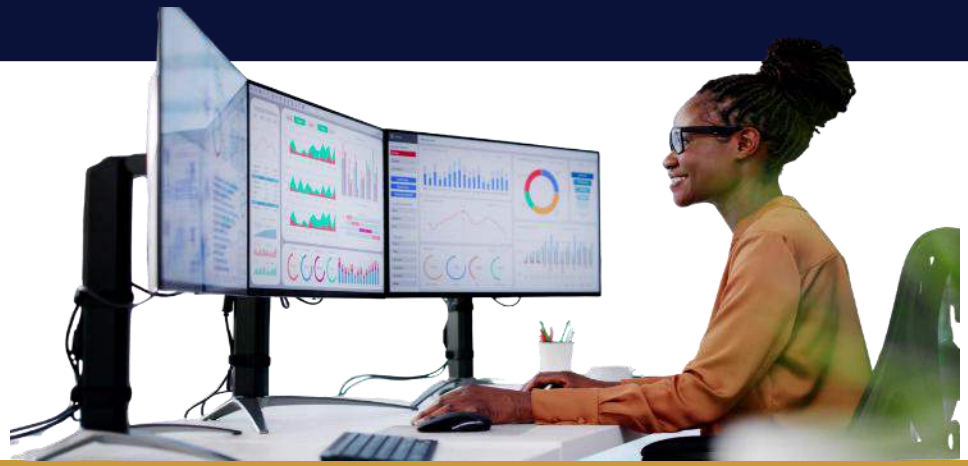
INDUSTRY & COMPETITOR INTELLIGENCE

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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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