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While the recent economic downturn continues to impact consumer spending within spirits, there was a turnaround in 2011. Volume growth was driven by whiskies, notably â€œsub-propâ€• brands that are considered both high quality as well as value for money in comparison to very premium whisky brands.

Spirits in South Africa report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2007-2011), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2016 illustrate how the market is set to change. http://www.bharatbook.com/market-research-reports/alcoholic-drinks-market-research-report/spirits-in-south-africa.html

Product coverage: Brandy and Cognac, Liqueurs, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits. Industry Report

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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* Get a detailed picture of the Spirits market;

* Pinpoint growth sectors and identify factors driving change;

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Spirits in South Africa

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Fax: + 91 22 27812290

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