



Drinks Federation of South Africa

UNITED FOR GOOD.

The Contribution of the Alcohol Beverage Industry to South Africa's Economy

The legal alcohol beverage sector is well placed to support the government in its objectives of reducing unemployment and poverty through inclusive economic growth and strong fiscal revenue generation.

This report was compiled by Quantec (2024) based on 2022 data.

TOTAL ECONOMIC CONTRIBUTION OF THE ALCOHOL INDUSTRY

(Direct contribution from sales figures)



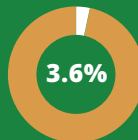
R226.3 bn

Direct contribution to the country's GDP (at market prices) in 2022 (includes direct, first round, indirect and induced impacts)



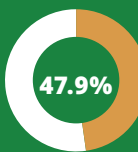
R28.4 bn

Direct tax contribution (incl. VAT, customs and excise)



3.6%

Percentage contribution to GDP



47.9%

Excise tax contribution to direct taxes from the production and sale of alcohol



R65.2 billion

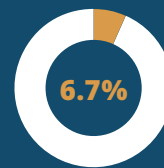
Direct purchases of production goods made by the alcohol beverage industry in South Africa

TOTAL ECONOMIC CONTRIBUTION OF THE ALCOHOL INDUSTRY AND ITS VALUE CHAIN



R482.7 bn

The total economic contribution of the alcohol industry and its value chain



6.7%

Total government tax revenue in South Africa



R96.9 bn

Total tax contribution (including value chain)

The R96.9 billion tax generated by the alcohol industry and its value chain in a single year is enough to finance



470,385

Teacher salaries

or



131,621

Affordable housing units

THE ALCOHOL BEVERAGE VALUE CHAIN

(Value-chain is defined as economy wide contribution from Agriculture - Retail)



Farmers and raw material suppliers



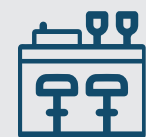
Producers: Breweries, wineries, distilleries and FABs manufactures



Distributors and wholesalers



Retail: Supermarkets and liquor stores



Hospitality: Restaurants, pubs, hotels and shebeens

EMPLOYMENT AND LIVELIHOODS

Employment opportunities created by the industry (including value chain)



1 in 31 jobs

Employment opportunities (Direct & Indirect)



498,999

Number of jobs supported



1,147,726

Number of livelihoods supported

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