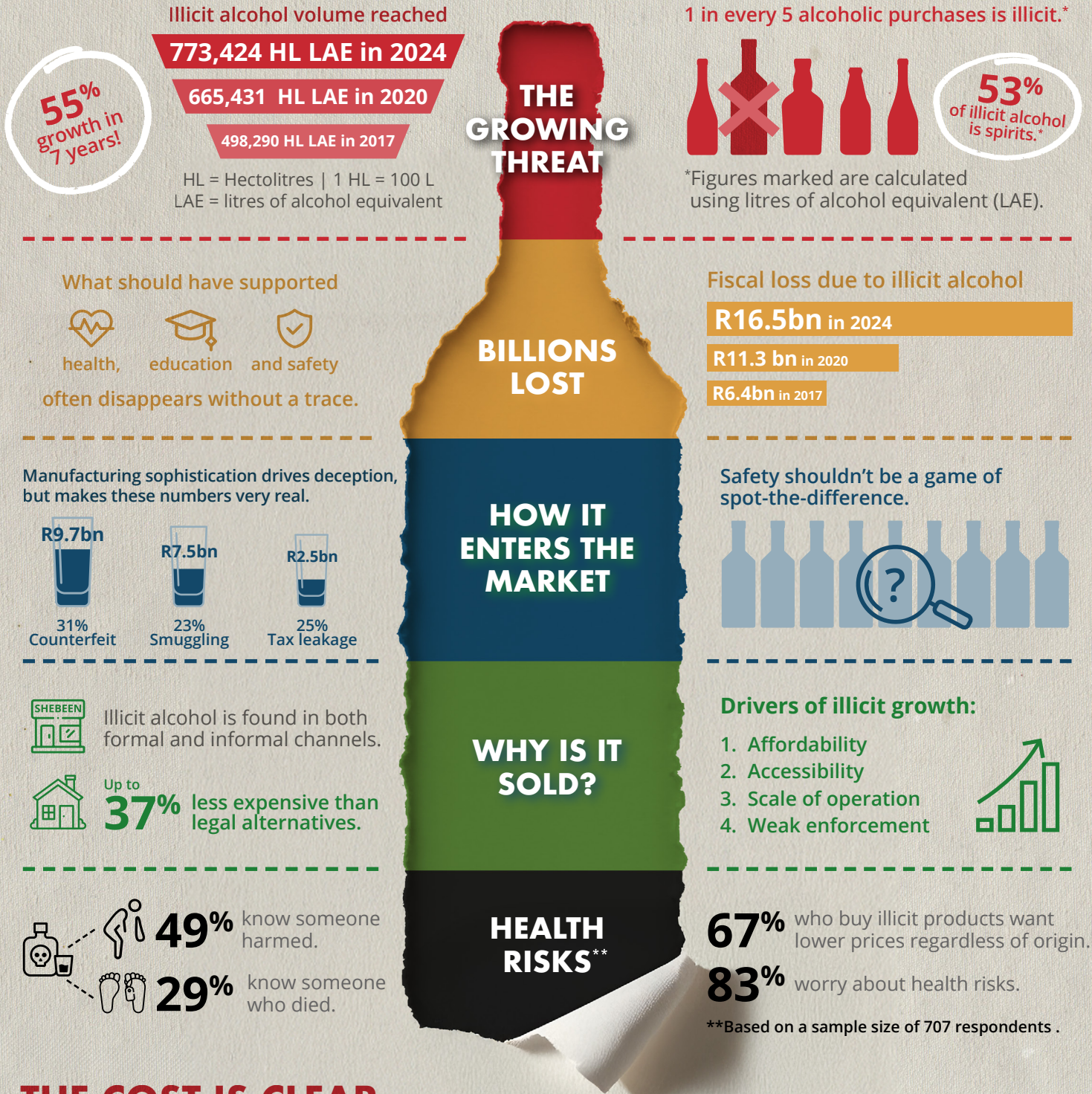


# SOUTH AFRICA'S ILLICIT ALCOHOL MARKET 2025

## UNCOVER THE HIDDEN COST

The real damage of illicit alcohol often hides behind the label. The latest Euromonitor International study reveals deep financial, structural, and social consequences that demand urgent attention and action.



### THE COST IS CLEAR

A multidisciplinary approach can effect change and release the hold illicit alcohol has on South Africa's market. Greater enforcement, frequent testing, and stronger public awareness remain key.

[Download the infographic at drinksfederationsa.co.za](https://www.drinksfederationsa.co.za)

A concerted effort is needed.