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The potential impact of the proposed regulations on the alcohol market in South Africa.

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Diagram 1: Socio-Economic Circumstances

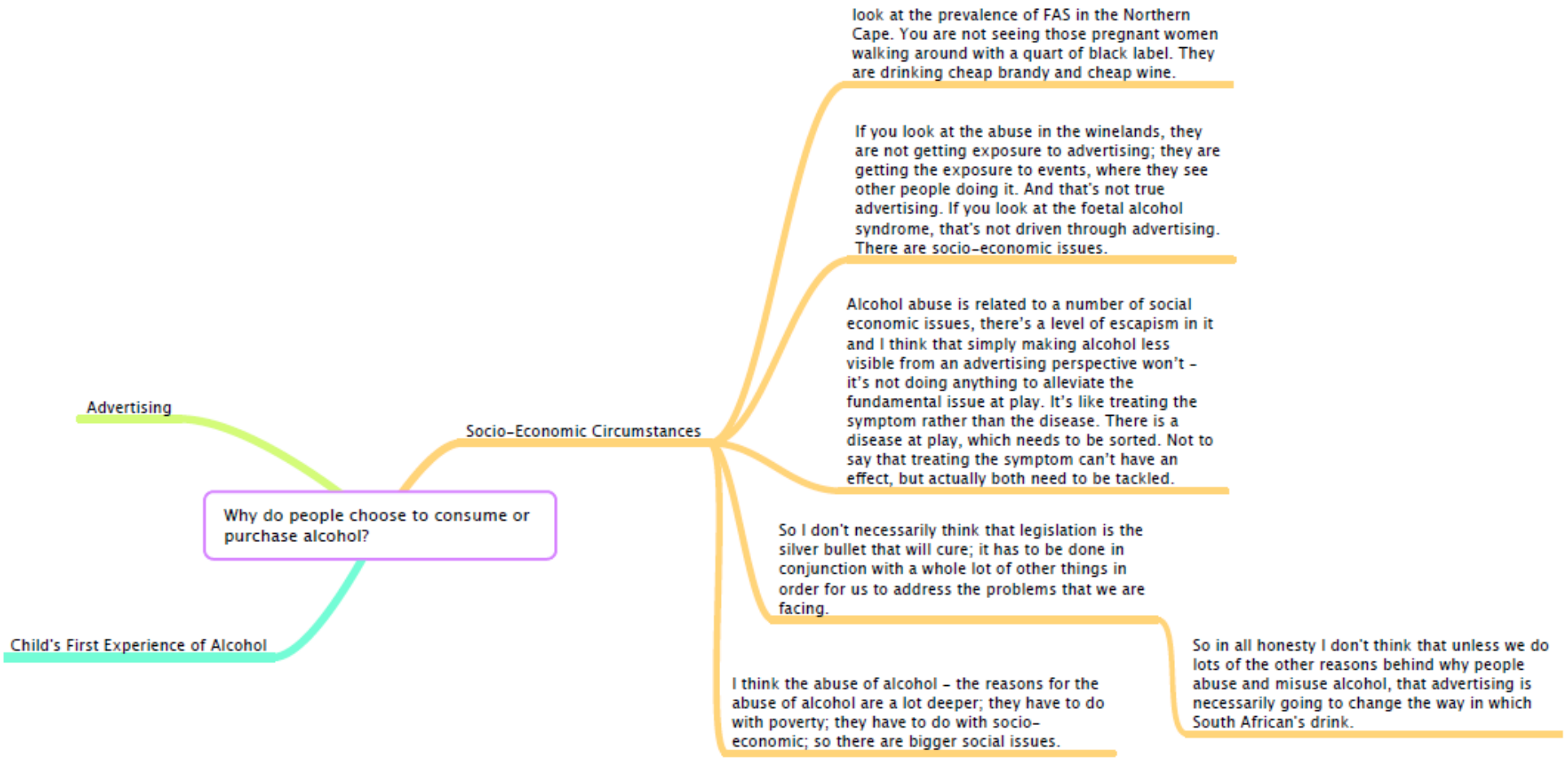


Diagram 2: Advertising's effect on the decision to consume

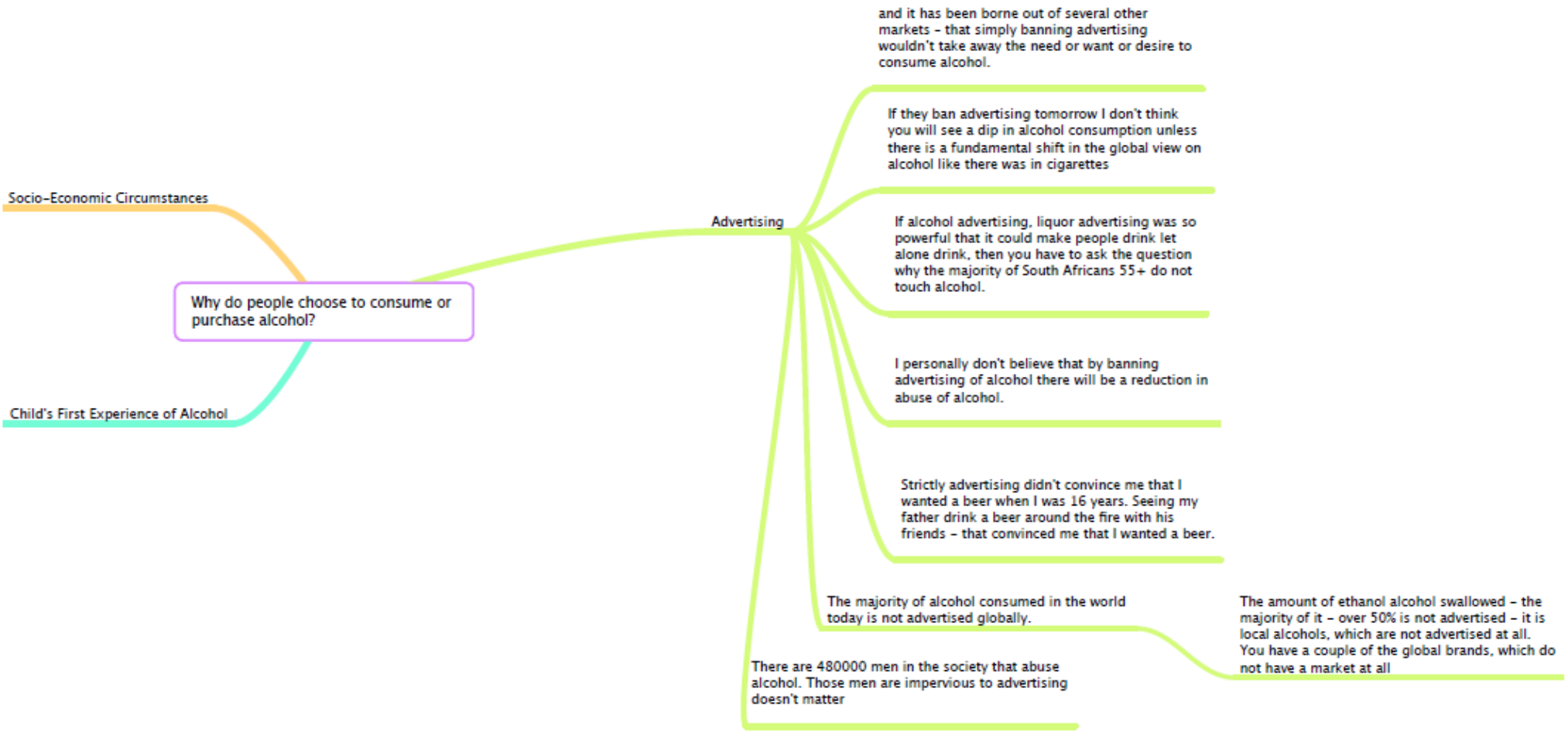


Diagram 3: Child's first experience of alcohol

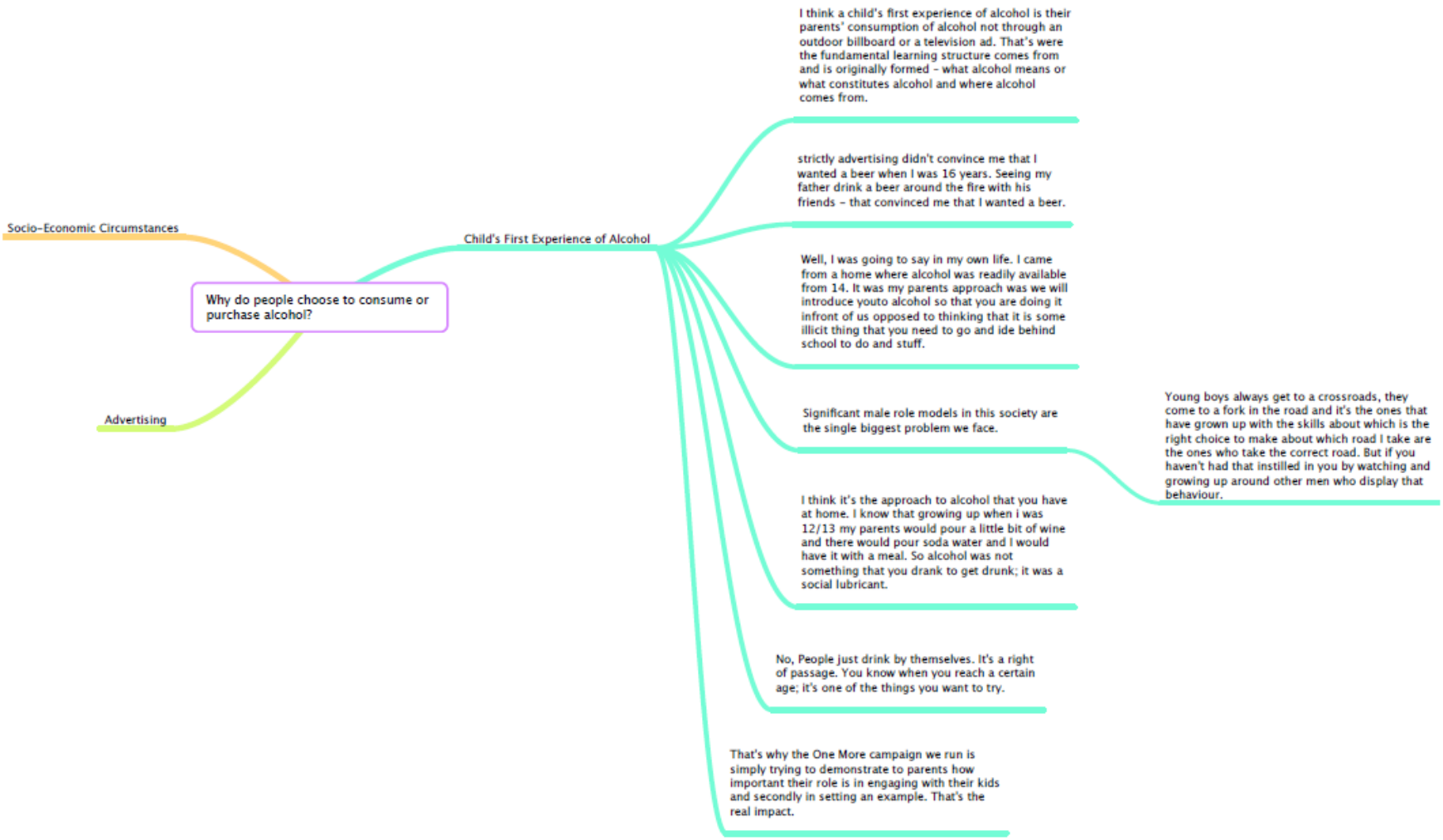


Diagram 4: The effect of advertising on total consumption

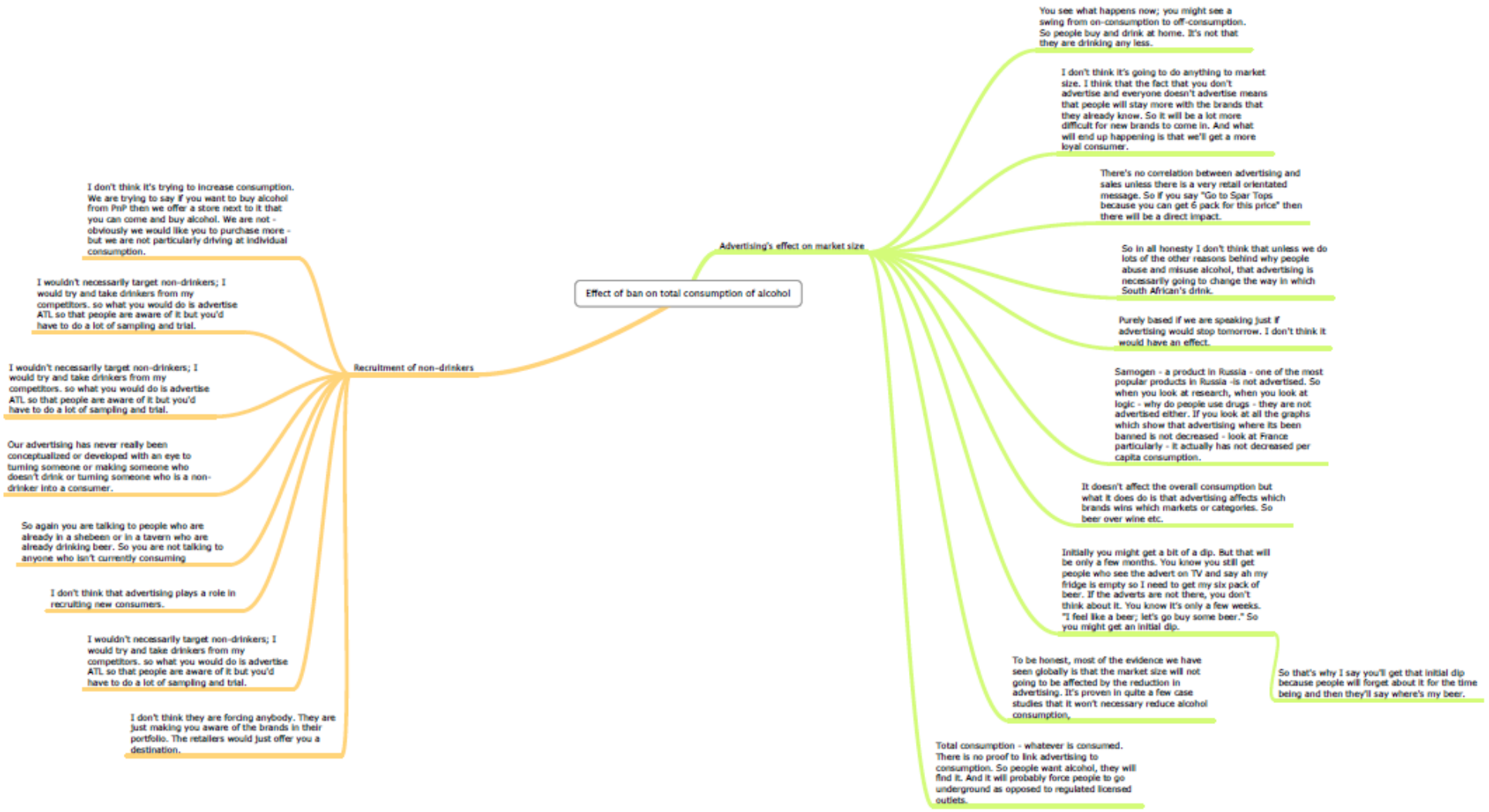


Diagram 5: The Main Purpose of Advertising

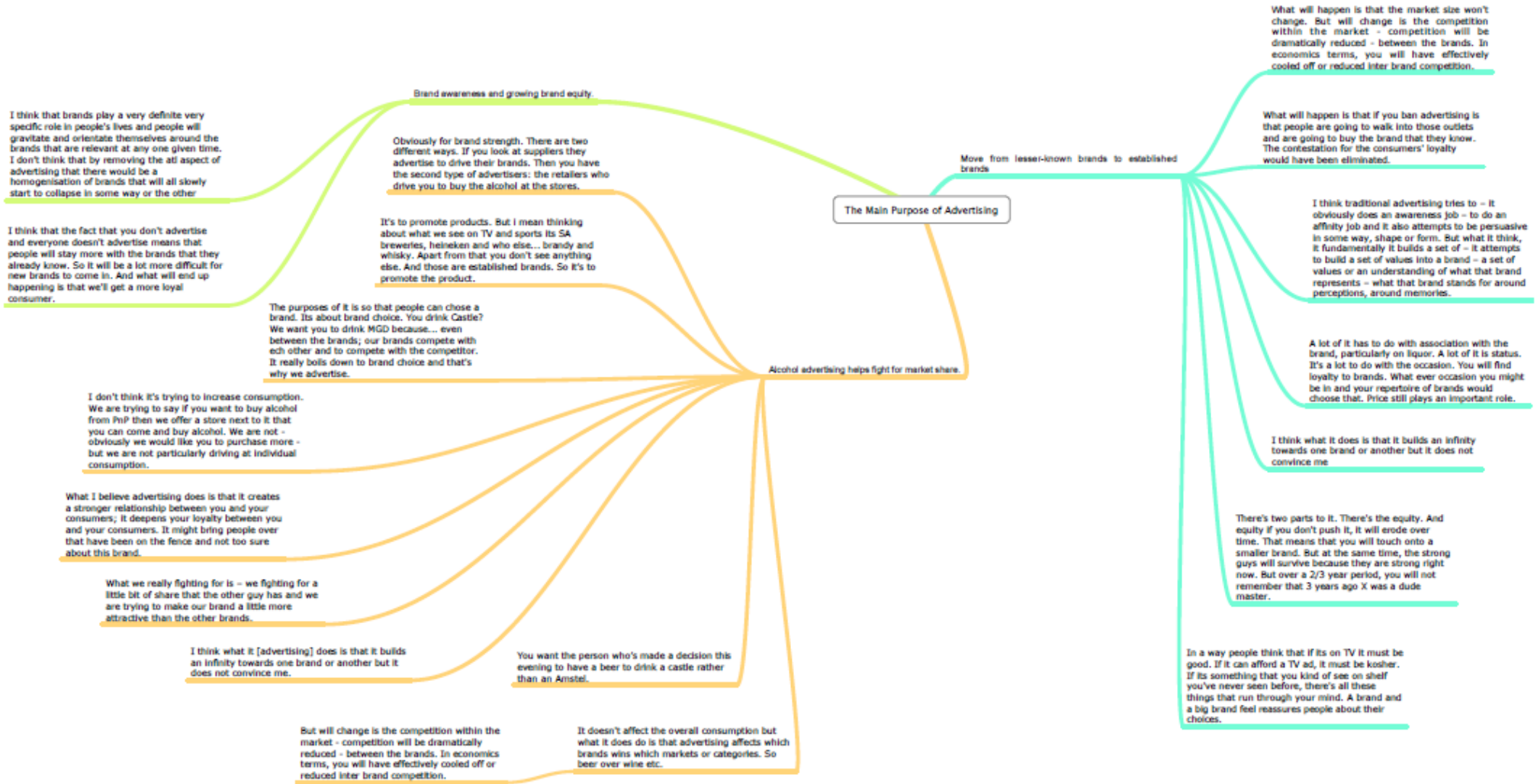


Diagram 6: Changes in Market Share

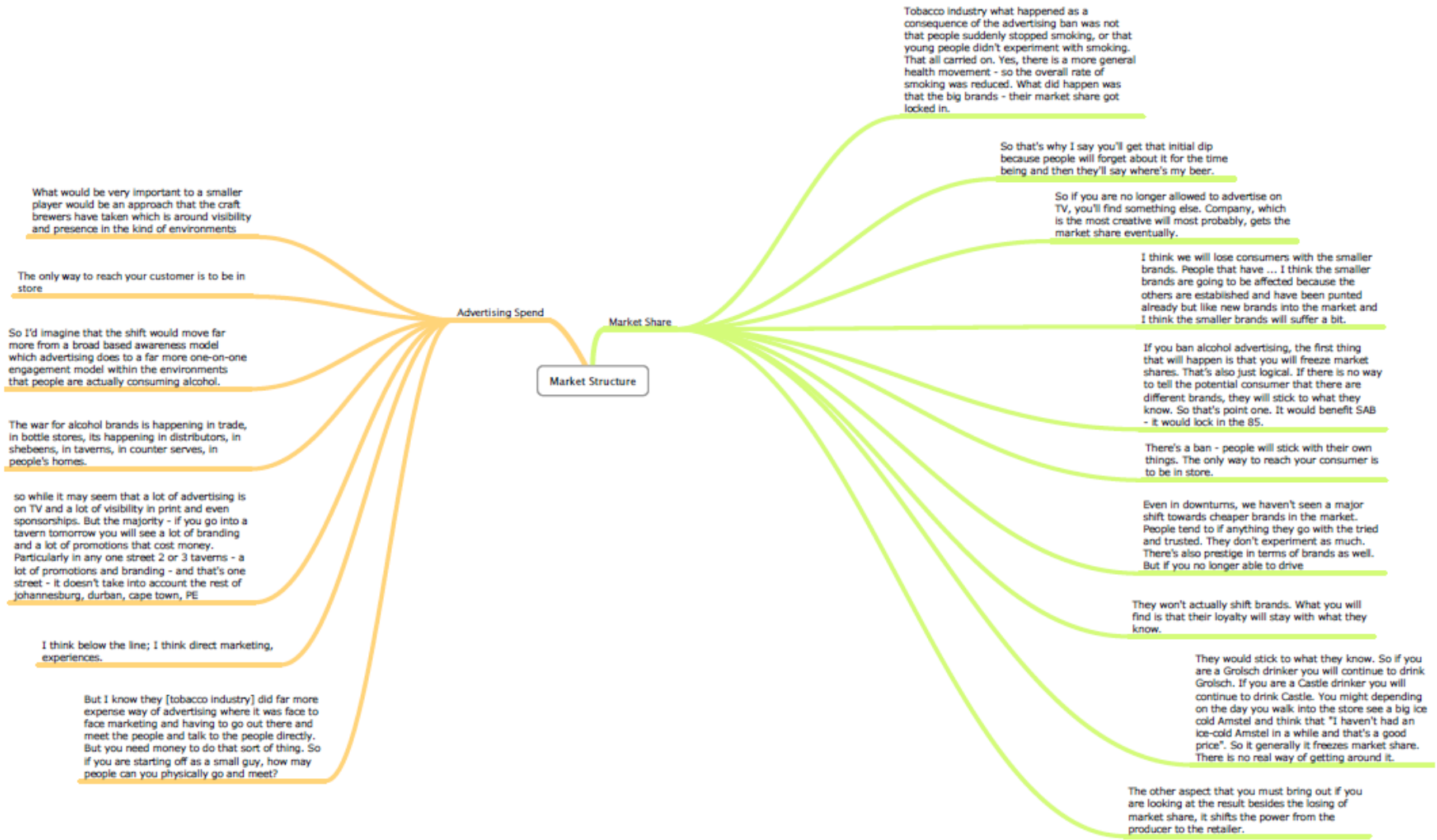


Diagram 7: The effect on competition

