

Other Hot Drinks in South Africa

Market Direction | 2023-01-09 | 23 pages | Euromonitor

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Report description:

Innovation within other hot drinks in 2022 has been primarily focused on new vegan-friendly and plant-based alternative offerings, across chocolate-based, malt-based and other plant-based drinks. However, these innovations are largely being driven by smaller, albeit known, players. They include Nomu, a food and lifestyle brand established in 2000, which targets more affluent consumers with its premium product offerings, including beverages. In 2022, the player launched its Vegan Hot Chocolate ra...

Euromonitor International's Other Hot Drinks 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: Flavoured Powder Drinks, Other Plant-based Hot Drinks.

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

Why buy this report?

- * Get a detailed picture of the Other Hot Drinks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Vegan-friendly and plant-based innovations continue to excel

Retail demand sustained by higher levels of home consumption

Private label gains ground at the expense of established brands

PROSPECTS AND OPPORTUNITIES

Global cocoa shortage forecast to impact local hot chocolate prices

Online marketing to become increasingly prevalent, driven by younger demographic values and collaborations

Demand for other plant-based hot drinks expected to further grow, driven by rising health and wellness awareness

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