

## **Energy Drinks in South Africa**

Market Direction | 2023-01-19 | 32 pages | Euromonitor

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### **Report description:**

Over the past few years and into 2022, competitively-priced energy drinks have continued to grow in popularity, with new entrants being commonplace. Traditionally, the growth of such energy drinks was driven by their affordable price point, which remains significantly cheaper than heritage brands such as Red Bull and Monster Energy. As a reference, Red Bull cost roughly ZAR61 by the end of the review period, compared with Score (an affordable energy drink) costing as little as a third, at approx...

Euromonitor International's Energy 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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Reduced Sugar Energy Drinks, Regular Energy 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 Energy 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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Demand for competitively-priced energy drinks grows as quality improves, impacted by pack size

Citrus flavours increase in popularity, with manufacturers responding

Forecourt retailers gains share due to aggressive promotional activity

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Functional and organic ingredients to drive product innovation

Greater participation of reduced sugar energy drinks expected

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