

Juice in South Africa

Market Direction | 2023-01-19 | 33 pages | Euromonitor

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Report description:

The prices of not from concentrate 100% juice have increased roughly in line with the Soft Drinks CPI, released monthly by StatsSA. However, due to the high unit price of such products compared with other juice categories, price increases in nominal terms have increased strongly. Despite this, off-trade volumes are expected to increase in 2022, unlike nectars, which is set to continue its historic decline. This is due to the relatively elastic consumer demand for not from concentrate 100% juice,...

Euromonitor International's Juice 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: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

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

Why buy this report?

- * Get a detailed picture of the Juice 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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JUICE IN SOUTH AFRICA

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Reconstituted 100% juice largely in line with soft drinks CPI, but strong volumes continue based on higher value

Supply of juice raw materials increases, mitigating a key factor in price rises

Extended promotional windows drive volumes of premium-priced juices

PROSPECTS AND OPPORTUNITIES

Proposed sugar tax likely to target juice in the future, pressuring margins

Nectars set to return to volume growth, based on value proposition

Juice production set to increase during the forecast period, as consumers and manufacturers shift to the category

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