Coffee in South Africa

Market Direction | 2023-11-16 | 25 pages | Euromonitor

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Report description:

Instant coffee retains its dominance of coffee in retail volume terms in South Africa, with sales continuing to rise in 2023 as many local consumers prioritise their disposable incomes by regularly making coffee at home. They are turning to channels offering bulk buying or loyalty programmes with like-for-like specials. These changes are a reflection of instant coffee witnessing high inflation in 2023. Therefore, an increasing number of South African consumers are adjusting their preferences in...

Euromonitor International's Coffee 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: Fresh Coffee, Instant Coffee.

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

Why buy this report?
* Get a detailed picture of the Coffee 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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