

Concentrates in South Africa

Market Direction | 2023-11-28 | 33 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

In 2023, the average unit price of concentrates witnessed considerably faster growth compared to overall soft drinks in South Africa, although it remains considerably lower per litre (RTD) than the latter. The impact of the sugar tax (the Health Promotion Levy) aimed at addressing obesity levels motivated soft drinks producers to reduce their sugar concentration per can. The regulation stipulated that each beverage containing 4g or more of sugar per 100ml would incur additional tax, essentially...

Euromonitor International's Concentrates 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: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- * Get a detailed picture of the Concentrates 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Concentrates in South Africa
Euromonitor International
December 2023

List Of Contents And Tables

CONCENTRATES IN SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Unit price growth of concentrates significantly faster than overall soft drinks

Despite price increases and sugar concerns, concentrates still offers affordability

Postponement of higher sugar tax, while consumers defer to more nutritional soft drinks

PROSPECTS AND OPPORTUNITIES

Vegetable juice concentrates emerge to gradually compete with fruit flavours

Warning label regulation could spark surge in reduced sugar concentrates

Tiger Brands chooses to target community stores

CATEGORY DATA

Concentrates Conversions

Summary 1 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 1 Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 2 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 3 Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 4 Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 5 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 6 NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 7 LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 8 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 9 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 10 □NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023

Table 11 □LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023

Table 12 □Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 13 □Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 14 □Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 15 □Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

SOFT DRINKS IN SOUTH AFRICA

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 16 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 18 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 20 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 21 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 22 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 23 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 24 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 25 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 26 □Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 27 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 28 □Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 29 □Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 30 □NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023

Table 31 □LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023

Table 32 □NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023

Table 33 □LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023

Table 34 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 35 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 36 □NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 37 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 38 □Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 39 □Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 40 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 41 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 42 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 43 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 44 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 45 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 46 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 47 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 48 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 49 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 50 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 51 □Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in South Africa

DISCLAIMER

SOURCES

Summary 2 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Concentrates in South Africa

Market Direction | 2023-11-28 | 33 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-12
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com