

Energy Drinks in South Africa

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Report description:

Switch Energy has introduced three new flavours to its range as limited editions. In 2023, the brand offered 37 different flavours compared to Monster Energy's 18 flavours, and Dragon's 17 flavours. Interest in Switch Energy peaked when it introduced its Springbok Edition (the South African rugby team) for 2023 in both regular and reduced sugar offerings via in-store and social media platforms. This edition garnered significant attention from a large target audience familiar with the country's r...

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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Brand diversity demonstrates consumer preference for variety of flavour profiles

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

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