

Juice in South Africa

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Report description:

Popular juice brand Liqui-Fruit (Pioneer Foods (Pty) Ltd for PepsiCo Inc) has been rebranded. Its packaging has switched from a colourful box to a white background where the logo's colour is associated with the juice's flavour. When compared to the previous white outlined version that was less legible, this packaging aims to set a new standard for each box that is clearer to read. The box will additionally differentiate between flavours while allowing for easier recycling. A second strategy adop...

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.

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Table of Contents:

Juice in South Africa
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List Of Contents And Tables

JUICE IN SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Liqui-Fruit rebrands to differentiate flavours amid increasing competition

Cost of ingredients increases, forcing brands to reduce pack sizes

Consumers switch channels, and make decisions based on pricing

PROSPECTS AND OPPORTUNITIES

Regulatory changes in South Africa to impact many juice players

Sustainable packaging is gaining momentum, but hindered by global challenges

Despite healthier image of 100% juice, consumers are restricted by price, reducing brand loyalty

CATEGORY DATA

Table 1 Off-trade Sales of Juice by Category: Volume 2018-2023

Table 2 Off-trade Sales of Juice by Category: Value 2018-2023

Table 3 Off-trade Sales of Juice by Category: % Volume Growth 2018-2023

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

Table 5 NBO Company Shares of Off-trade Juice: % Volume 2019-2023

Table 6 LBN Brand Shares of Off-trade Juice: % Volume 2020-2023

Table 7 NBO Company Shares of Off-trade Juice: % Value 2019-2023

Table 8 LBN Brand Shares of Off-trade Juice: % Value 2020-2023

Table 9 Forecast Off-trade Sales of Juice by Category: Volume 2023-2028

Table 10 □Forecast Off-trade Sales of Juice by Category: Value 2023-2028

Table 11 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028

Table 12 □Forecast Off-trade Sales of Juice 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 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

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Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 22 ☐Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 23 ☐Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 24 ☐Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 25 ☐Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 26 ☐Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 27 ☐NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023

Table 28 ☐LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023

Table 29 ☐NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023

Table 30 ☐LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023

Table 31 ☐NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 32 ☐LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 33 ☐NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 34 ☐LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 35 ☐Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 36 ☐Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 37 ☐Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 38 ☐Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 39 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 40 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 41 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 42 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 43 ☐Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 44 ☐Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 45 ☐Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 46 ☐Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 47 ☐Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 48 ☐Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in South Africa

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SOURCES

Summary 1 Research Sources

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