

Sports Drinks in South Africa

Market Direction | 2023-11-28 | 30 pages | Euromonitor

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Report description:

While the growth of energy drinks remains more dynamic in South Africa, sports drinks remain popular with local consumers due to the greater participation in activities. Unlike energy drinks, sports drinks do not contain caffeine and work to aid hydration by providing electrolytes. Previously recovering from the impact of the pandemic in value and volume terms in 2021 and 2022 respectively, sales of sports drinks are beginning to stabilise, evident from the much slower growth rates in 2023.

Euromonitor International's Sports 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 Sports Drinks, Regular Sports 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 Sports 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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Brands drive interest by presenting unique selling points to diversify their offerings

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Upcoming regulations may push brands to alter product offerings

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