

## **HW Soft Drinks in South Africa**

Market Direction | 2023-11-07 | 11 pages | Euromonitor

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### **Report description:**

With the continued development of the health and wellness industry in South Africa, children are being increasingly targeted as a significant consumer group for healthier soft drinks. Much of this is being driven by local parents, who are becoming increasingly conscious of the type of beverages their children are consuming, as well as the contents that could be detrimental to their health. One of the key soft drinks categories under better for you, and one that is seeing high levels of consumer...

Euromonitor International's HW Soft Drinks in South Africa report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Asian Speciality Drinks, HW Bottled Water, HW Carbonates, HW Concentrates, HW Energy Drinks, HW Juice, HW RTD Coffee, HW RTD Tea, HW Soft Drinks by Type, HW 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 HW Soft 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.

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HEALTH AND WELLNESS IN SOUTH AFRICA

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