

Carbonates in South Africa

Market Direction | 2023-11-28 | 36 pages | Euromonitor

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Report description:

Large category players are narrowing their offerings. As a result, Tab has been discontinued in South Africa. Leading player Coca-Cola seeks to strengthen its current brands and exclude low-performing ones. In its place, it has introduced a "Coca-Cola No Sugar No Caffeine Drink" to sustain its reach into the low sugar segment. This substitution leverages South Africans' sustained demand for Coca-Cola's brands, which supports its dominance of cola carbonates. However, the introduction of Tab's su...

Euromonitor International's Carbonates 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: Cola Carbonates, Non-Cola Carbonates, Reduced Sugar Carbonates, Regular Carbonates.

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

Why buy this report?

- * Get a detailed picture of the Carbonates 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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Euromonitor International
May 2024

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