

## **Soft Drinks in South Africa**

Market Direction | 2023-11-28 | 87 pages | Euromonitor

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### **Report description:**

The health and wellness trend is becoming increasingly entrenched in South Africans' lives, although regular soft drinks such as carbonates retain higher share overall compared to reduced sugar options. While brands are adapting more to this trend, the emerging taste profiles essentially do not align with original flavours, thus steering consumers back to regular options. This is mainly evident in carbonates, energy drinks and flavoured bottled water, despite the impact of sugar tax on unit price...

Euromonitor International's Soft 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, 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 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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