

## HW Hot Drinks in South Africa

Market Direction | 2024-11-18 | 14 pages | Euromonitor

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### **Report description:**

Hot drink innovations in South Africa are primarily focused on new offerings addressing consumer demand for non-animal products, including healthy plant-based alternatives, across chocolate-based, malt-based and other plant-based drinks. While the vegetarian claim in hot drinks is already established, the vegan claim is only just starting to emerge more strongly. However, innovation in the vegan space is largely driven by smaller, albeit known, players, which are pushing their products across a...

Euromonitor International's HW Hot 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: HW Coffee, HW Hot Drinks by Type, HW Other Hot Drinks, HW Tea.

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 Hot 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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reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Vegan claim enters hot drinks in South Africa

No caffeine is leading health and wellness claim in hot drinks in South Africa

Natural remains strong claim as consumers look to reduce intake of artificial ingredients

PROSPECTS AND OPPORTUNITIES

Rooibos tea expected to help drive future growth of hot drinks due to various health and wellness claims

Further growth for weight management claim due to rising obesity concerns in South Africa

Strong potential for energy boosting claim due to increasingly busy lifestyles

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EXECUTIVE SUMMARY

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Consumer weight trends

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Blood pressure and cholesterol levels

Diabetes prevalence

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