

Soft Drinks in South Africa

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Report description:

Two major trends remain the determinants of demand for soft drinks in South Africa in 2024, namely health and wellness, and macroeconomic challenges, including declining disposable incomes derived from rising living costs. To address the health and wellness trend, several manufacturers have launched products tailored to this audience. Alternatively, some players have altered their existing soft drinks to align with healthier living trends, with varying degrees of success. For example, within RTD...

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 (2020-2024), 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 2029 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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