



Euromonitor
International

RTD Tea in South Africa

November 2025

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RTD Tea in South Africa - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD tea sees modest rises as health trends favour rooibos and kombucha

INDUSTRY PERFORMANCE

RTD tea struggles with low volume growth in 2025

Kombucha continues to attract attentions

WHAT'S NEXT?

Functional offerings set to drive growth in forecast period

Digital developments will shape category progress

Health and wellness trends will continue to accelerate

COMPETITIVE LANDSCAPE

Lipton brand leads through appealing flavours

Kombucha trend supports growth for specialist company

CHANNELS

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Third-party platforms and players' own sites expand, supporting rise in e-commerce distribution

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COUNTRY REPORTS DISCLAIMER

Soft Drinks in South Africa - Industry Overview

EXECUTIVE SUMMARY

Soft drinks sees moderate volume growth as affordability and investment shape performance

KEY DATA FINDINGS

Soft drinks sees moderate volume growth as affordability and investment shape performance

INDUSTRY PERFORMANCE

Advancements in production supports growth, while consumers focus on affordability

Premiumisation and sustainability remain key trends in soft drinks

E-commerce boosts engagement, and brands respond to anticipated sugar tax

WHAT'S NEXT?

Rising sales, sugar tax and new labelling requirements
Health and wellness trends will have continued impact on development
Distribution to become increasingly digital

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