



Euromonitor
International

Bottled Water in South Africa

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Bottled Water in South Africa - Category analysis

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2025 DEVELOPMENTS

Bottled water sees sustained demand as water security concerns and affordability shape behaviour

INDUSTRY PERFORMANCE

Complex water issues support sales in bottled water

Still bottled water sees growth fuelled by promotions and accessibility

WHAT'S NEXT?

South Africa's water scarcity ensures continued demand for bottled water

SANBWA improves efficiency and waste control in water use

Stricture guidelines enhance consumer trust in bottled water products

COMPETITIVE LANDSCAPE

Coca-Cola remains leading company while AQuelle heads up brands

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Soft Drinks in South Africa - Industry Overview

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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

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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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