



RTD Coffee in South Africa

November 2025

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RTD Coffee in South Africa - Category analysis

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RTD coffee sees rising interest but remains constrained by affordability

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On-the-go trends spurs new launches

WHAT'S NEXT?

Struggles ahead for RTD coffee in South Africa

E-commerce and tech advancements to inform innovation

Health awareness will accelerate shift towards reduced sugar options

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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

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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

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Health and wellness trends will have continued impact on development

Distribution to become increasingly digital

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