



Euromonitor  
International

# Health and Wellness in South Africa

November 2024

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## Health and Wellness in South Africa

### EXECUTIVE SUMMARY

Health and wellness in focus  
Consumer weight trends  
Consumer diet trends  
Health-related deaths  
Blood pressure and cholesterol levels  
Diabetes prevalence

### DISCLAIMER

## HW Hot Drinks in South Africa

### 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  
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Dynamic growth for high fibre as consumers seek functionality in soft drinks

### PROSPECTS AND OPPORTUNITIES

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#### PROSPECTS AND OPPORTUNITIES

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#### PROSPECTS AND OPPORTUNITIES

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### PROSPECTS AND OPPORTUNITIES

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### PROSPECTS AND OPPORTUNITIES

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