



Euromonitor
International

Sports Drinks in South Africa

November 2025

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Sports Drinks in South Africa - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sports drinks sees strong volume gains as fitness culture expands

INDUSTRY PERFORMANCE

Strong volume growth for sports drinks amid accelerating fitness trends

Sponsorships boost visibility and sales

WHAT'S NEXT?

Increased interest in exercise ensures continued growth during forecast period

Digital development will spur innovation and expansion

Ingredients to be increasingly scrutinised by consumers and health associations

COMPETITIVE LANDSCAPE

Bromor leads through popular Energade brand

Isofit gains ground as it challenges stronghold of established players

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Shoppers buy their sports drinks mainly from supermarkets

E-commerce continues to post robust rises

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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

COMPETITIVE LANDSCAPE

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