



HW Hot Drinks in South Africa

January 2026

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HW Hot Drinks in South Africa - Category analysis

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2024 DEVELOPMENTS

Natural positioning strengthens as functional innovation accelerates

INDUSTRY PERFORMANCE

Functional nutrition and fortification remain central to consumer appeal

Natural claims benefit from clean-label preferences

Caffeine-free positioning reinforced by rooibos innovation

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Rooibos to remain the backbone of caffeine-free growth

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Health and Wellness in South Africa - Industry Overview

EXECUTIVE SUMMARY

Health pressures accelerate demand for functional and better-for-you products

INDUSTRY PERFORMANCE

Sugar reduction and regulatory pressure reshape portfolios

Functionality, fortification and everyday nutrition gain momentum

WHAT'S NEXT

Functionality, clean labelling and affordability to drive future growth

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