



Euromonitor
International

HW Hot Drinks in South Africa

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Table of Contents

KEY DATA FINDINGS

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

WHAT'S NEXT

Functional benefits and sugar reduction to shape innovation

Natural positioning to deepen through education and maturity

Rooibos to remain the backbone of caffeine-free growth

CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2024-2029

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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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