

# Juice in South Africa

November 2023

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## Juice in South Africa - Category analysis

## **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Liqui-Fruit rebrands to differentiate flavours amid increasing competition Cost of ingredients increases, forcing brands to reduce pack sizes Consumers switch channels, and make decisions based on pricing

## PROSPECTS AND OPPORTUNITIES

Regulatory changes in South Africa to impact many juice players Sustainable packaging is gaining momentum, but hindered by global challenges Despite healthier image of 100% juice, consumers are restricted by price, reducing brand loyalty

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