

# HW Soft Drinks in South Africa

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Children a key target audience for health and wellness juice

No sugar is leading claim in health and wellness soft drinks as consumers focus on reducing intake of ingredients perceived as detrimental to health

Rising interest for immune support in health and wellness soft drinks in 2022

#### PROSPECTS AND OPPORTUNITIES

Impending sugar tax expected to positively impact better for you claims

No sugar offers further growth potential, driven by health concerns and rising obesity rates

High fibre set to rise as consumers warm to functionality in soft drinks

#### MARKET DATA

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### Health and Wellness in South Africa - Industry Overview

#### EXECUTIVE SUMMARY

Overview

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