

# Carbonates in South Africa

November 2023

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#### Carbonates in South Africa - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Coca-Cola focuses on key performers and cancels Tab No sugar tax increase for two years, while price gap between players closes Brands to face essential ingredient shortage due to war in source markets

#### PROSPECTS AND OPPORTUNITIES

Product price is critical factor in consumer choice Government to launch new sugar regulations which extend to product packaging Crisper flavour for Sprite, while aspartame declared potential carcinogen

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