

Hot Drinks in South Africa

November 2023

Table of Contents

Hot Drinks in South Africa

EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

MARKET DATA

- Table 1 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023
- Table 2 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023
- Table 3 Retail Sales of Hot Drinks by Category: Volume 2018-2023
- Table 4 Retail Sales of Hot Drinks by Category: Value 2018-2023
- Table 5 Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023
- Table 6 Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023
- Table 7 Foodservice Sales of Hot Drinks by Category: Volume 2018-2023
- Table 8 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023
- Table 9 Total Sales of Hot Drinks by Category: Total Volume 2018-2023
- Table 10 Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023
- Table 11 NBO Company Shares of Hot Drinks: % Retail Value 2019-2023
- Table 12 LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023
- Table 13 Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023
- Table 14 Retail Distribution of Hot Drinks by Format: % Volume 2018-2023
- Table 15 Retail Distribution of Hot Drinks by Format and Category: % Volume 2023
- Table 16 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028
- Table 17 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028
- Table 18 Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028
- Table 19 Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028
- Table 20 Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028
- Table 21 Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028
- Table 22 Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028
- Table 23 Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028
- Table 24 Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028
- Table 25 Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Coffee in South Africa

KEY DATA FINDINGS

2023 DEVELOPMENTS

Local instant coffee brands gain while more costly imported brands experience slower growth

Falling retail sales of coffee pods, with choice affected by power outages

Private label coffee boosts retailers' revenue, premium options thrive in foodservice

PROSPECTS AND OPPORTUNITIES

Cold coffee set to gain ground in a traditionally hot drink environment

Sustainability and cost are focus factors; Nespresso repackages and Nescafé relocates production of instant coffee

Consumers adopt cost-saving behaviour, buying coffee in bulk

CATEGORY DATA

- Table 26 Retail Sales of Coffee by Category: Volume 2018-2023
- Table 27 Retail Sales of Coffee by Category: Value 2018-2023
- Table 28 Retail Sales of Coffee by Category: % Volume Growth 2018-2023
- Table 29 Retail Sales of Coffee by Category: % Value Growth 2018-2023
- Table 30 Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2018-2023
- Table 31 NBO Company Shares of Coffee: % Retail Value 2019-2023
- Table 32 LBN Brand Shares of Coffee: % Retail Value 2020-2023
- Table 33 Forecast Retail Sales of Coffee by Category: Volume 2023-2028
- Table 34 Forecast Retail Sales of Coffee by Category: Value 2023-2028
- Table 35 Forecast Retail Sales of Coffee by Category: % Volume Growth 2023-2028
- Table 36 Forecast Retail Sales of Coffee by Category: % Value Growth 2023-2028

Tea in South Africa

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rooibos considered more affordable and healthy option, increasing sales volumes Loose black tea sales volumes decline as consumers increasingly seek convenience Lipton now globally owned by Lipton Tea & Infusions

PROSPECTS AND OPPORTUNITIES

Healthier habits set to positively impact demand for tea but cost likely to remain a challenge Brands look to diversify established products through flavour Slower retail growth due to scheduled power outages, while foodservice will recover

CATEGORY DATA

- Table 37 Retail Sales of Tea by Category: Volume 2018-2023
- Table 38 Retail Sales of Tea by Category: Value 2018-2023
- Table 39 Retail Sales of Tea by Category: % Volume Growth 2018-2023
- Table 40 Retail Sales of Tea by Category: % Value Growth 2018-2023
- Table 41 NBO Company Shares of Tea: % Retail Value 2019-2023
- Table 42 LBN Brand Shares of Tea: % Retail Value 2020-2023
- Table 43 Forecast Retail Sales of Tea by Category: Volume 2023-2028
- Table 44 Forecast Retail Sales of Tea by Category: Value 2023-2028
- Table 45 Forecast Retail Sales of Tea by Category: % Volume Growth 2023-2028
- Table 46 Forecast Retail Sales of Tea by Category: % Value Growth 2023-2028

Other Hot Drinks in South Africa

KEY DATA FINDINGS

2023 DEVELOPMENTS

Interest in other plant-based hot drinks grows amid healthy lifestyle movement Nesquik discontinues its original beverage, but maintains its capsule form Imported brands affected by tax increases and market demographic shifts

PROSPECTS AND OPPORTUNITIES

Loyalty and rewards programmes to support retail volume sales

Nestlé follows demand and moves favoured brand production to South Africa

Retail volume growth of hot drinks set to slow amid electricity woes

CATEGORY DATA

- Table 47 Retail Sales of Other Hot Drinks by Category: Volume 2018-2023
- Table 48 Retail Sales of Other Hot Drinks by Category: Value 2018-2023
- Table 49 Retail Sales of Other Hot Drinks by Category: % Volume Growth 2018-2023
- Table 50 Retail Sales of Other Hot Drinks by Category: % Value Growth 2018-2023
- Table 51 NBO Company Shares of Other Hot Drinks: % Retail Value 2019-2023
- Table 52 LBN Brand Shares of Other Hot Drinks: % Retail Value 2020-2023
- Table 53 Forecast Retail Sales of Other Hot Drinks by Category: Volume 2023-2028
- Table 54 Forecast Retail Sales of Other Hot Drinks by Category: Value 2023-2028
- Table 55 Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2023-2028
- Table 56 Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hot-drinks-in-south-africa/report.