



Euromonitor
International

RTD Coffee in South Africa

November 2025

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RTD Coffee in South Africa - Category analysis

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2025 DEVELOPMENTS

RTD coffee sees rising interest but remains constrained by affordability

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Rising sales for RTD coffee in 2025

On-the-go trends spurs new launches

WHAT'S NEXT?

Struggles ahead for RTD coffee in South Africa

E-commerce and tech advancements to inform innovation

Health awareness will accelerate shift towards reduced sugar options

COMPETITIVE LANDSCAPE

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Soft Drinks in South Africa - Industry Overview

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Soft drinks sees moderate volume growth as affordability and investment shape performance

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Soft drinks sees moderate volume growth as affordability and investment shape performance

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Advancements in production supports growth, while consumers focus on affordability

Premiumisation and sustainability remain key trends in soft drinks

E-commerce boosts engagement, and brands respond to anticipated sugar tax

WHAT'S NEXT?

Rising sales, sugar tax and new labelling requirements

Health and wellness trends will have continued impact on development
Distribution to become increasingly digital

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