



Euromonitor
International

Other Hot Drinks in South Africa

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Other Hot Drinks in South Africa - Category analysis

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2025 DEVELOPMENTS

Rising prices, health positioning and Nestlé's dominance shape other hot drinks in South Africa

INDUSTRY PERFORMANCE

Rising prices support value growth but hamper volumes

Flavoured powder drinks and other plant-based hot drinks see rising interest

WHAT'S NEXT?

Health and wellness trends to drive future growth and development

Innovation aligns with lifestyle choices

Possibility of sugar tax prompts players to reformulate offerings

COMPETITIVE LANDSCAPE

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Nestlé remains largely unchallenged in other hot drinks in South Africa

CHANNELS

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Hot Drinks in South Africa - Industry Overview

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Price inflation, sustainability and channel shifts reshape hot drinks in South Africa

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INDUSTRY PERFORMANCE

Price hikes push up value sales in hot drinks in 2025

Sustainability comes to the fore

Younger consumers opt for on-trade experiences

WHAT'S NEXT?

Persistent price rises ensure further value growth

Private label set to expand and present greater challenge to branded favourites

E-commerce to see further expansion through omnichannel strategies

COMPETITIVE LANDSCAPE

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