Euromonitor International

Energy Drinks in South Africa

November 2025

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Energy Drinks in South Africa - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Energy drinks sees rapid rises as convenience and fitness trends strengthen

INDUSTRY PERFORMANCE

Convenience demand and rising interest in fitness support sales in energy drinks in 2025
Consumers shift towards reduced sugar options

WHAT'S NEXT?

Collaborations with sports teams will boost visibility and engagement
Smart manufacturing set to streamline production processes
Packaging will see greater investment in sustainability

COMPETITIVE LANDSCAPE

Coca-Cola's Monster Energy brand maintains overall leadership
Low-cost Score brand soars ahead

COMPETITIVE LANDSCAPE

Supermarkets maintains distribution lead thanks to extensive reach and promotional strategies
E-commerce rises through strong presence of healthy and functional variants

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Soft Drinks in South Africa - Industry Overview

EXECUTIVE SUMMARY

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

KEY DATA FINDINGS

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

INDUSTRY PERFORMANCE

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

COMPETITIVE LANDSCAPE

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