



Euromonitor
International

HW Soft Drinks in South Africa

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2024 DEVELOPMENTS

Functional beverages gain ground as sugar reduction reshapes portfolios

INDUSTRY PERFORMANCE

Clean-label preferences and functional demand reshape consumption
No sugar positioning shaped by taxation and reformulation
Energy boosting remains dominant despite evolving expectations

WHAT'S NEXT

Functional ingredients to underpin future growth
Regulatory pressure to sustain momentum for no sugar
Energy boosting growth to moderate as natural alternatives emerge

CATEGORY DATA

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Health and Wellness in South Africa - Industry Overview

EXECUTIVE SUMMARY

Health pressures accelerate demand for functional and better-for-you products

INDUSTRY PERFORMANCE

Sugar reduction and regulatory pressure reshape portfolios
Functionality, fortification and everyday nutrition gain momentum

WHAT'S NEXT

Functionality, clean labelling and affordability to drive future growth

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