



# Bottled Water in South Africa

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Stable demand for bottled water due to declining tap water quality
- Local manufacturer Manzi Water opens 105 new stores
- Bottled water remains a highly saturated competitive landscape

PROSPECTS AND OPPORTUNITIES

- Functional bottled water to gain further momentum, driven by market opportunities
- Bottled water “specials” expected to increase across pack sizes
- Private label bottled water set to gain greater share

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