



# Concentrates in South Africa

November 2023

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## Concentrates in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Unit price growth of concentrates significantly faster than overall soft drinks  
Despite price increases and sugar concerns, concentrates still offers affordability  
Postponement of higher sugar tax, while consumers defer to more nutritional soft drinks

#### PROSPECTS AND OPPORTUNITIES

Vegetable juice concentrates emerge to gradually compete with fruit flavours  
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