



Euromonitor  
International

# Concentrates in South Africa

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Affordability drives stable demand for concentrates in South Africa
- Health concerns prevent more significant growth
- Oros targets lower-income consumers through pricing and brand loyalty

PROSPECTS AND OPPORTUNITIES

- Potential inclusion of concentrates in sugar tax may drive significant changes
- Sustainability impacted by consumer preferences and long-term storage
- Emergence of vegetable juice concentrates, but likely to remain a niche

CATEGORY DATA

- Concentrates Conversions
- Summary 1 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format
- Table 1 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2019-2024
- Table 2 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2019-2024
- Table 3 - Off-trade Sales of Concentrates by Category: Value 2019-2024
- Table 4 - Off-trade Sales of Concentrates by Category: % Value Growth 2019-2024
- Table 5 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2021-2024
- Table 6 - NBO Company Shares of Off-trade Concentrates: % Value 2020-2024
- Table 7 - LBN Brand Shares of Off-trade Concentrates: % Value 2021-2024
- Table 8 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2024
- Table 9 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2024
- Table 10 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2024
- Table 11 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2024
- Table 12 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2024-2029
- Table 13 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2024-2029
- Table 14 - Forecast Off-trade Sales of Concentrates by Category: Value 2024-2029
- Table 15 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2024-2029

Soft Drinks in South Africa - Industry Overview

EXECUTIVE SUMMARY

- Soft drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- Foodservice vs retail split
- What next for soft drinks?

MARKET DATA

- Table 16 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024
- Table 17 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024
- Table 18 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024
- Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024
- Table 20 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024
- Table 21 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024
- Table 22 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024
- Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024
- Table 24 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024
- Table 25 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024

Table 26 - Off-trade Sales of Soft Drinks by Category: Value 2019-2024

Table 27 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024

Table 28 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024

Table 29 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024

Table 30 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024

Table 31 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024

Table 32 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024

Table 33 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024

Table 34 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024

Table 35 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024

Table 36 - NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024

Table 37 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024

Table 38 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024

Table 39 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024

Table 40 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024

Table 41 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024

Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029

Table 43 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029

Table 44 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029

Table 45 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029

Table 46 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029

Table 47 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029

Table 48 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029

Table 49 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029

Table 50 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029

Table 51 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

## APPENDIX

Fountain sales in South Africa

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## SOURCES

Summary 2 - Research Sources

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