



Euromonitor
International

Tea in South Africa

January 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Loose black tea further declines, as consumers shift to more convenient formats
- Functional tea strengthened by ingredient innovation and competition
- E-commerce drives sales of speciality teas

PROSPECTS AND OPPORTUNITIES

- Lower tea tariffs projected to support local production
- Rooibos tourism expected to grow due to designation of origin status
- Combination of tea and other drinks expected to gain traction

CATEGORY DATA

- Table 1 - Retail Sales of Tea by Category: Volume 2019-2024
- Table 2 - Retail Sales of Tea by Category: Value 2019-2024
- Table 3 - Retail Sales of Tea by Category: % Volume Growth 2019-2024
- Table 4 - Retail Sales of Tea by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Tea: % Retail Value 2020-2024
- Table 6 - LBN Brand Shares of Tea: % Retail Value 2021-2024
- Table 7 - Forecast Retail Sales of Tea by Category: Volume 2024-2029
- Table 8 - Forecast Retail Sales of Tea by Category: Value 2024-2029
- Table 9 - Forecast Retail Sales of Tea by Category: % Volume Growth 2024-2029
- Table 10 - Forecast Retail Sales of Tea by Category: % Value Growth 2024-2029

Hot Drinks in South Africa - Industry Overview

EXECUTIVE SUMMARY

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

MARKET DATA

- Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2019-2024
- Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2019-2024
- Table 13 - Retail Sales of Hot Drinks by Category: Volume 2019-2024
- Table 14 - Retail Sales of Hot Drinks by Category: Value 2019-2024
- Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2019-2024
- Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2019-2024
- Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2019-2024
- Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2019-2024
- Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2019-2024
- Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2019-2024
- Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2020-2024
- Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2021-2024
- Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2019-2024
- Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2019-2024
- Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2024
- Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2024-2029
- Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2024-2029

Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2024-2029

Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2024-2029

Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2024-2029

Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2024-2029

Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2024-2029

Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2024-2029

Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2024-2029

Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/tea-in-south-africa/report.