



# Coffee in South Africa

November 2023

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## Coffee in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Local instant coffee brands gain while more costly imported brands experience slower growth

Falling retail sales of coffee pods, with choice affected by power outages

Private label coffee boosts retailers' revenue, premium options thrive in foodservice

#### PROSPECTS AND OPPORTUNITIES

Cold coffee set to gain ground in a traditionally hot drink environment

Sustainability and cost are focus factors; Nespresso repackages and Nescafé relocates production of instant coffee

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