



Euromonitor  
International

# Energy Drinks in South Africa

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Off-trade volume growth of energy drinks slows, but remains positive
- Younger generations drive growth, driven by social events and sober curiosity
- Numerous brand innovations and challenges

PROSPECTS AND OPPORTUNITIES

- Reduced sugar energy drinks to gain share over forecast period
- Change in label regulations projected to overhaul energy drinks packaging
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