



Euromonitor
International

Sports Drinks in South Africa

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Several new brands enter sports drinks to intensify competition
- Energade remains leading brand, but is challenged
- Prime Hydration sees significant price drop

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- Ingredients to be increasingly scrutinised by consumers and health associations
- Product label regulation changes expected, with manufacturers needing to adapt

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Soft Drinks in South Africa - Industry Overview

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