



Euromonitor  
International

# HW Soft Drinks in South Africa

November 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Energy boosting is leading claim in health and wellness soft drinks, encouraging new brands to enter

No sugar is popular health and wellness claim in soft drinks as consumers focus on reducing intake of ingredients perceived as detrimental to health

Dynamic growth for high fibre as consumers seek functionality in soft drinks

#### PROSPECTS AND OPPORTUNITIES

Impending new sugar tax expected to positively impact soft drinks with better for you claims

Rising interest for immune support in health and wellness soft drinks

No caffeine to remain relevant health and wellness claim within soft drinks

#### CATEGORY DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2023

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## Health and Wellness in South Africa - Industry Overview

### EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

### DISCLAIMER

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