



HW Soft Drinks in South Africa

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Children a key target audience for health and wellness juice

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

Rising interest for immune support in health and wellness soft drinks in 2022

PROSPECTS AND OPPORTUNITIES

Impending sugar tax expected to positively impact better for you claims

No sugar offers further growth potential, driven by health concerns and rising obesity rates

High fibre set to rise as consumers warm to functionality in soft drinks

MARKET DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2022

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[Health and Wellness in South Africa - Industry Overview](#)

EXECUTIVE SUMMARY

Overview

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