

# Juice in South Africa

November 2023

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## Juice in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Liqui-Fruit rebrands to differentiate flavours amid increasing competition  
Cost of ingredients increases, forcing brands to reduce pack sizes  
Consumers switch channels, and make decisions based on pricing

#### PROSPECTS AND OPPORTUNITIES

Regulatory changes in South Africa to impact many juice players  
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