

# HW Soft Drinks in South Africa

November 2023

Table of Contents

## 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

Table 4 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 5 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 6 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 7 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2022-2027

Table 8 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2022-2027

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

## EXECUTIVE SUMMARY

Overview

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