



Euromonitor
International

Juice in South Africa

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Juice sees volume recovery as prices stabilise and 100% juice leads growth
Prices stabilise, supporting volume growth for juice in 2025
100% juice drives overall growth

WHAT'S NEXT?

Natural trend will continue to benefit juice
Digital development and functional positioning inform innovation
Sustainability set to accelerate

COMPETITIVE LANDSCAPE

Clover continues to lead through Clover Krush brand
Private label sees further expansion

CHANNELS

Supermarkets leads distribution thanks to broad and convenient offer
E-commerce benefits from wide selection and frequent promotions

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Soft Drinks in South Africa - Industry Overview

EXECUTIVE SUMMARY

Soft drinks sees moderate volume growth as affordability and investment shape performance

KEY DATA FINDINGS

Soft drinks sees moderate volume growth as affordability and investment shape performance

INDUSTRY PERFORMANCE

Advancements in production supports growth, while consumers focus on affordability
Premiumisation and sustainability remain key trends in soft drinks
E-commerce boosts engagement, and brands respond to anticipated sugar tax

WHAT'S NEXT?

Rising sales, sugar tax and new labelling requirements
Health and wellness trends will have continued impact on development
Distribution to become increasingly digital

COMPETITIVE LANDSCAPE

Coca-Cola holds on to number one spot

International players dominate while local brands gain ground

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