



Euromonitor
International

HW Hot Drinks in South Africa

January 2026

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2024 DEVELOPMENTS

Natural positioning strengthens as functional innovation accelerates

INDUSTRY PERFORMANCE

- Functional nutrition and fortification remain central to consumer appeal
- Natural claims benefit from clean-label preferences
- Caffeine-free positioning reinforced by rooibos innovation

WHAT'S NEXT

- Functional benefits and sugar reduction to shape innovation
- Natural positioning to deepen through education and maturity
- Rooibos to remain the backbone of caffeine-free growth

CATEGORY DATA

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EXECUTIVE SUMMARY

Health pressures accelerate demand for functional and better-for-you products

INDUSTRY PERFORMANCE

- Sugar reduction and regulatory pressure reshape portfolios
- Functionality, fortification and everyday nutrition gain momentum

WHAT'S NEXT

Functionality, clean labelling and affordability to drive future growth

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