



# Carbonates in South Africa

November 2023

Table of Contents

## Carbonates in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Coca-Cola focuses on key performers and cancels Tab  
No sugar tax increase for two years, while price gap between players closes  
Brands to face essential ingredient shortage due to war in source markets

#### PROSPECTS AND OPPORTUNITIES

Product price is critical factor in consumer choice  
Government to launch new sugar regulations which extend to product packaging  
Crisper flavour for Sprite, while aspartame declared potential carcinogen

#### CATEGORY DATA

Table 1 - Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023  
Table 2 - Off-trade vs On-trade Sales of Carbonates: Value 2018-2023  
Table 3 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023  
Table 4 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023  
Table 5 - Off-trade Sales of Carbonates by Category: Volume 2018-2023  
Table 6 - Off-trade Sales of Carbonates by Category: Value 2018-2023  
Table 7 - Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023  
Table 8 - Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023  
Table 9 - Total Sales of Carbonates by Fountain On-trade: Volume 2018-2023  
Table 10 - Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2018-2023  
Table 11 - NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023  
Table 12 - LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023  
Table 13 - NBO Company Shares of Off-trade Carbonates: % Value 2019-2023  
Table 14 - LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023  
Table 15 - Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028  
Table 16 - Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028  
Table 17 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028  
Table 18 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028  
Table 19 - Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2023-2028  
Table 20 - Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2023-2028

## Soft Drinks in South Africa - Industry Overview

### EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
Foodservice vs retail split  
What next for soft drinks?

#### MARKET DATA

Table 21 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023  
Table 22 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023  
Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023  
Table 24 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023  
Table 25 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023  
Table 26 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023  
Table 27 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 28 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023  
 Table 29 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023  
 Table 30 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023  
 Table 31 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023  
 Table 32 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023  
 Table 33 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023  
 Table 34 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023  
 Table 35 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023  
 Table 36 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023  
 Table 37 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023  
 Table 38 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023  
 Table 39 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023  
 Table 40 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023  
 Table 41 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023  
 Table 42 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023  
 Table 43 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023  
 Table 44 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023  
 Table 45 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023  
 Table 46 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023  
 Table 47 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028  
 Table 48 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028  
 Table 49 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028  
 Table 50 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028  
 Table 51 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028  
 Table 52 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028  
 Table 53 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028  
 Table 54 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028  
 Table 55 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028  
 Table 56 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

## APPENDIX

Fountain sales in South Africa

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## SOURCES

Summary 1 - Research Sources

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