



HW Hot Drinks in South Africa

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Dietary and free from driven by plant-based offerings within hot drinks

Natural is leading claim within health and wellness hot drinks as consumers look to reduce intake of artificial ingredients

Weight management claim increasingly significant in line with rising obesity concerns in South Africa

PROSPECTS AND OPPORTUNITIES

Rooibos tea expected to drive growth across several categories over forecast period

Natural offers further growth potential to remain leading claim in health and wellness hot drinks over the forecast period

Energy boosting claim to rise as consumers seek support for busy lifestyles

MARKET DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2022

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

Table 5 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 6 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

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

Table 8 - Forecast Sales of Hot 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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