

# Quality Beverages in Soft Drinks (South Africa)

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## Abstracts

Over the forecast period, Quality Beverages will seek to strengthen its position in carbonates by developing good quality but affordable products that appeal to South Africa's rapidly expanding base of middle income consumers. At the same time, the company will work to improve efficiencies in production so as to keep costs down and maintain its competitive price positioning. It will also invest in expanding its distribution network and increasing promotional support for its established brands.

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**Product coverage:** Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Fruit/Vegetable Juice, RTD Coffee, RTD Tea, Sports and Energy Drinks.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Use five-year forecasts to assess how the market is predicted to develop.

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