

# South Africa Functional Drinks Market Summary, Competitive Analysis and Forecast to 2026

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## Abstracts

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### SUMMARY

Functional Drinks in South Africa industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2016-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The functional drinks market consists of retail sale of sports drinks and energy drinks. Sports drinks are defined as drinks with performance-enhancing properties, described as 'isotonic', 'hypertonic' or 'hypotonic'. Energy drinks are defined as those with energy-enhancing properties; mainly carbonated and containing stimulants such as caffeine, taurine, guarana, glucuronolactone, yerba mate, along with glucose syrup (corn syrup) and maltodextrin. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2021 exchange rates.

The South African functional drinks market had total revenues of \$1,173.3m in 2021, representing a compound annual growth rate (CAGR) of 12.2% between 2016 and 2021.

Market consumption volume increased with a CAGR of 11.3% between 2016 and 2021, to reach a total of 548.4 million litres in 2021.

The performance of the market is forecast to decelerate, with an anticipated CAGR of 6.4% for the five-year period 2021 - 2026, which is expected to drive the market to a value of \$1,600.9m by the end of 2026.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the functional drinks market in South Africa

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the functional drinks market in South Africa

Leading company profiles reveal details of key functional drinks market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the South Africa functional drinks market with five year forecasts by both value and volume

## REASONS TO BUY

What was the size of the South Africa functional drinks market by value in 2021?

What will be the size of the South Africa functional drinks market in 2026?

What factors are affecting the strength of competition in the South Africa functional drinks market?

How has the market performed over the last five years?

Who are the top competitors in South Africa's functional drinks market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value
- 3.2. Market volume

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast
- 5.2. Market volume forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Market share
- 7.2. Who are the leading players in the South African functional drinks market?
- 7.3. Which companies were most successful in increasing their market shares between 2016 and 2021?
- 7.4. Which companies market shares suffered between 2016 and 2021?
- 7.5. What are the most popular brands in the functional drinks market?

## **8 COMPANY PROFILES**

- 8.1. Monster Beverage Corp
- 8.2. Tiger Brands Ltd

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: South Africa functional drinks market value: \$ million, 2016-21
- Table 2: South Africa functional drinks market volume: million liters, 2016-21
- Table 3: South Africa functional drinks market category segmentation: % share, by value, 2016-2021
- Table 4: South Africa functional drinks market category segmentation: \$ million, 2016-2021
- Table 5: South Africa functional drinks market geography segmentation: \$ million, 2021
- Table 6: South Africa functional drinks market distribution: % share, by volume, 2021
- Table 7: South Africa functional drinks market value forecast: \$ million, 2021-26
- Table 8: South Africa functional drinks market volume forecast: million liters, 2021-26
- Table 9: South Africa functional drinks market share: % share, by volume, 2021
- Table 10: Monster Beverage Corp: key facts
- Table 11: Monster Beverage Corp: Annual Financial Ratios
- Table 12: Monster Beverage Corp: Key Employees
- Table 13: Tiger Brands Ltd: key facts
- Table 14: Tiger Brands Ltd: Annual Financial Ratios
- Table 15: Tiger Brands Ltd: Key Employees
- Table 16: South Africa size of population (million), 2017-21
- Table 17: South Africa gdp (constant 2005 prices, \$ billion), 2017-21
- Table 18: South Africa gdp (current prices, \$ billion), 2017-21
- Table 19: South Africa inflation, 2017-21
- Table 20: South Africa consumer price index (absolute), 2017-21
- Table 21: South Africa exchange rate, 2017-21

## List Of Figures

### LIST OF FIGURES

Figure 1: South Africa functional drinks market value: \$ million, 2016-21

Figure 2: South Africa functional drinks market volume: million liters, 2016-21

Figure 3: South Africa functional drinks market category segmentation: \$ million, 2016-2021

Figure 4: South Africa functional drinks market geography segmentation: % share, by value, 2021

Figure 5: South Africa functional drinks market distribution: % share, by volume, 2021

Figure 6: South Africa functional drinks market value forecast: \$ million, 2021-26

Figure 7: South Africa functional drinks market volume forecast: million liters, 2021-26

Figure 8: Forces driving competition in the functional drinks market in South Africa, 2021

Figure 9: Drivers of buyer power in the functional drinks market in South Africa, 2021

Figure 10: Drivers of supplier power in the functional drinks market in South Africa, 2021

Figure 11: Factors influencing the likelihood of new entrants in the functional drinks market in South Africa, 2021

Figure 12: Factors influencing the threat of substitutes in the functional drinks market in South Africa, 2021

Figure 13: Drivers of degree of rivalry in the functional drinks market in South Africa, 2021

Figure 14: South Africa functional drinks market share: % share, by volume, 2021

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