

# Energy Drinks Market in South Africa 2021

<https://marketpublishers.com/r/ECF3496BFBC4EN.html>

Date: January 2022

Pages: 15

Price: US\$ 550.00 (Single User License)

ID: ECF3496BFBC4EN

## Abstracts

Energy drinks are widely promoted as products that increase energy and enhance mental alertness and physical performance. These drinks contain high levels of a stimulant ingredient, usually caffeine, as well as sugar and often supplements, such as vitamins or carnitine. The energy drinks market in South Africa is poised to grow by US\$ 418 million during 2021-2027, progressing at a CAGR of 7.1% during the forecast period, according to data and analytics company StrategyHelix. Increasing popularity of various product offerings, growing consumer inclination toward reduced sugar & sugar-free beverages, increased promotional and advertisement strategies by the manufacturers are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for energy drinks. The South Africa energy drinks market is segmented on the basis of product, end user, and distribution channel. By product, the energy drinks market in South Africa has been segmented into regular, sugar-free. According to the research, the regular energy drinks segment had the largest share in the energy drinks market in South Africa. Based upon end user, the energy drinks market in South Africa is categorized into teenagers, adults, others. On the basis of distribution channel, the energy drinks market in South Africa has been segmented into supermarkets & hypermarkets, specialty stores, convenience stores, grocery stores, online retailing, others.

The South Africa energy drinks market is highly competitive. The prominent players operating in the South Africa energy drinks market include Monster Beverage Corporation, Red Bull GmbH, The Coca-Cola Company, The Beverage Company (BevCo), Kingsley Beverages (Pty) Ltd., Long4Life Limited, Suntory Holdings Limited.

Report Scope

Product: regular, sugar-free

End user: teenagers, adults, others

Distribution channel: supermarkets & hypermarkets, specialty stores, convenience stores, grocery stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the South Africa energy drinks market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Sugar-free

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Adults  
Others

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Monster Beverage Corporation  
Red Bull GmbH  
The Coca-Cola Company  
The Beverage Company (BevCo)  
Kingsley Beverages (Pty) Ltd.  
Long4Life Limited

Suntory Holdings Limited  
About StrategyHelix  
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