

Energy and Sports Drinks Market in South Africa 2021

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Abstracts

Energy drinks (EDs) are widely available beverages containing caffeine, taurine, glucose, and other ingredients and are marketed as providing mental and physical stimulation and improving energy, athletic performance, and concentration. Sports drinks are advertised to replenish glucose, fluids, and electrolytes (sodium, potassium, magnesium, calcium) lost during strenuous exercise as well as to enhance endurance. According to a report by StrategyHelix, the energy and sports drinks market in South Africa is set to increase by US\$ 460 million during 2021-2027, growing at a CAGR of 6.6% during the forecast period.

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 and sports drinks. The South Africa energy and sports drinks market is segmented on the basis of product, type, and distribution channel. On the basis of product, the energy and sports drinks market in South Africa has been segmented into energy drinks, sports drinks. The energy drinks segment is estimated to account for the largest share of the energy and sports drinks market in South Africa. By type, the energy and sports drinks market in South Africa has been segmented into regular, sugar-free. The regular energy drinks segment held the largest revenue share in 2020. Based on distribution channel, the energy and sports drinks market in South Africa is categorized into supermarkets & hypermarkets, specialty stores, convenience stores, grocery stores, online retailing, others.

The energy and sports drinks market in South Africa comprises only a handful of players such as The Coca-Cola Company, Tiger Brands Limited.

Report Scope

Product: energy drinks, sports drinks

Type: regular, sugar-free

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 and sports 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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