



# Sports Drinks in South Africa

November 2023

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## Sports Drinks in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Energade's attractive price points due to lower sugar levels compared to competitors

New entrant PRIME Hydration draws interest in sports drinks

Brands drive interest by presenting unique selling points to diversify their offerings

#### PROSPECTS AND OPPORTUNITIES

Heritage brands likely to experience greater competition over forecast period

Upcoming regulations may push brands to alter product offerings

Sports drinks competitors will take different avenues in promoting their brands, while regulations will guide sugar content

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