



SOUTH AFRICAN JUICE INDUSTRY LANDSCAPE REPORT

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COMPANY OVERVIEW



Insight Survey is a boutique South African market research agency with over 15 years of experience, specialising in Business-to-Business (B2B) and Industry research to ensure smarter, more-profitable business decisions are made with reduced investment risk.

We offer **B2B market research solutions** to help you to successfully improve or expand your business, enter new markets, launch new products or better understand your internal and external environment.

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QUESTIONS WE HELP ANSWER

- What is the current and future market size?
- What are the latest global and local trends impacting on the market?
- Who are your key competitors and what is their offering in terms of products, services, pricing and branding?



OUR RESEARCH SOLUTIONS



Competitor pricing research



Store visits and store checks



Competitor interviews



Customer interviews



Company website analysis



Governmental held records

OUR FOOD AND BEVERAGE EXPERIENCE

We are a proudly South African company that have provided market research solutions and Intelligence reports to local and global brands. We have worked with some of the greatest companies and brands in their industries.



REPORT OVERVIEW

The **South African Juice Industry Landscape Report (114 pages)** provides a dynamic synthesis of industry research, examining the local and global **Juice industry** from a uniquely holistic perspective, with detailed insights into the entire value chain – market size, industry trends, innovation and technology, industry drivers and challenges, manufacturer/distributor overview, flavour, retail, and pricing analysis.

SOME KEY QUESTIONS THE REPORT WILL HELP YOU TO ANSWER:

For the Global Juice Industry Section:

- What are the current market dynamics of the Global Juice industry?
- Which are the key markets within the Global Juice industry?
- What are the latest industry trends, innovation and technology, drivers, and challenges?

For the South African Juice Industry Section:

- What are the current market dynamics (market size, market value, market volumes, imports and exports trade): 2018-2023 Actual, 2024-2028 Forecasts, and distribution channels?
- What are the latest industry trends, innovation and technology, drivers, and challenges?

For the South African Juice Manufacturer & Distributor Section:

- Which are the key manufacturing and distributor players in the South African Juice industry?
- For each key player, what is the latest company news in terms of products, services, new launches, and marketing initiatives?
- Which popular Juice brands and products do the respective companies manufacture/distribute?

For the South African Juice Flavour, Retail, and Pricing Analysis Section:

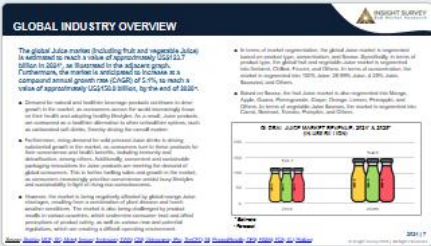
- What are the current Juice flavour trends and prominent Juice flavours in the local market?
- Which are the key South African retail players (supermarkets and independent retailers) and Juice products amongst retailers (retail house brands)?
- What are the prices of popular Juice brands across South African retail outlets?

SCREENSHOTS FROM REPORT

114-page report filled with detailed charts, graphs, and insights



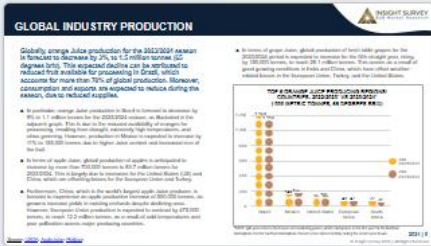
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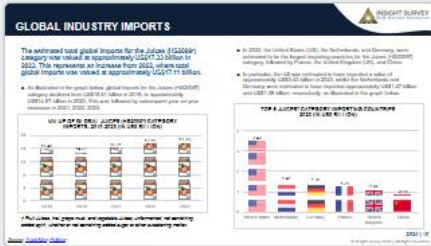
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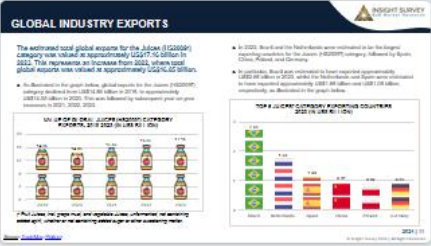
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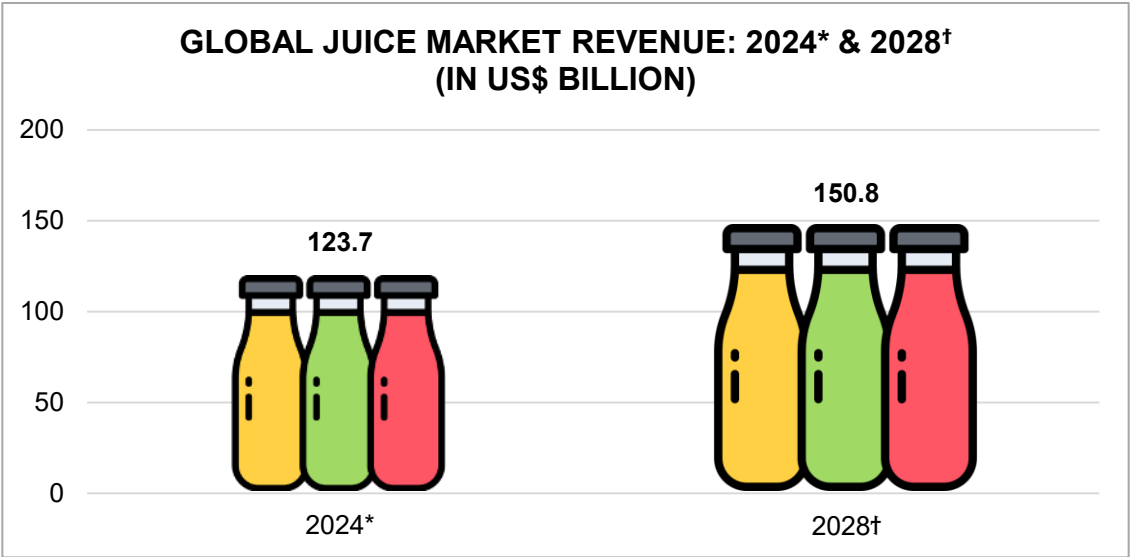


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The global Juice market (including fruit and vegetable Juice) is estimated to reach a value of approximately US\$123.7 billion in 2024*, as illustrated in the adjacent graph. Furthermore, the market is anticipated to increase at a compound annual growth rate (CAGR) of 5.1%, to reach a value of approximately US\$150.8 billion, by the end of 2028†.

- Demand for natural and healthier beverage products continues to drive growth in the market, as consumers across the world increasingly focus on their health and adopting healthy lifestyles. As a result, Juice products are consumed as a healthier alternative to other unhealthier options, such as carbonated soft drinks, thereby driving the overall market.
- Furthermore, rising demand for cold pressed Juice drinks is driving substantial growth in the market, as consumers turn to these products for their convenience and health benefits, including immunity and detoxification, among others. Additionally, convenient and sustainable packaging innovations for Juice products are meeting the demand of global consumers. This is further fuelling sales and growth in the market, as consumers increasingly prioritise convenience amidst busy lifestyles and sustainability in light of rising eco-consciousness.
- However, the market is being negatively affected by global orange Juice shortages, resulting from a combination of plant disease and harsh weather conditions. The market is also being challenged by product recalls in various countries, which undermine consumer trust and affect perceptions of product safety, as well as various new and potential regulations, which are creating a difficult operating environment.

- In terms of market segmentation, the global Juice market is segmented based on product type, concentration, and flavour. Specifically, in terms of product type, the global fruit and vegetable Juice market is segmented into Ambient, Chilled, Frozen, and Others. In terms of concentration, the market is segmented into 100% Juice, 25-99% Juice, 4-25% Juice, flavoured, and Others.
- Based on flavour, the fruit Juice market is also segmented into Mango, Apple, Guava, Pomegranate, Grape, Orange, Lemon, Pineapple, and Others. In terms of vegetable Juice flavours, the market is segmented into Carrot, Beetroot, Tomato, Pumpkin, and Others.



* Estimate
† Forecast

Juice Products for Children Trending Amongst Local Market Players

- Recently, Juice products tailored to, and promoted specifically for, children have begun trending in the South African Juice market. This trend is being fuelled by prominent local market players, who are increasingly innovating with new child-focused Juice product introductions, as well as campaigns, making this a trend likely to continue growing.
- More specifically, Juice is often a popular beverage choice for parents for their children, providing a quick and convenient method for ensuring a healthy daily nutrient intake, as well as ensuring hydration. Several local Juice brands have been capitalising on this market, launching new Juice products for children, as well as increasing marketing for this group, resulting in these products trending locally.
- As an illustration, Fair Cape Dairies recently introduced a new product range, designed specifically for children's school lunchboxes. The new lunchbox range comprises of a variety of dairy snacks, yoghurt packs, and fruit Juice drinks, meticulously designed for easy inclusion in lunchboxes. In terms of the Juice, these products have been fortified with essential vitamins A, C, and D, and are offered in four flavours, including tropical, orange, grape, and apple.
- Similarly, Oros recently launched its new 'Oros Juice Box' range. Targeted at children, the new Juices offer a convenient and exciting lunchbox option, and consist of three flavours, including orange, tropical, and watermelon.

- Sir Fruit also recently expanded its product line with a new range of functional cold-pressed Juice shots for children, called 'Power Upz', formulated to provide specific health benefits, such as boosting immunity, energy, and gut health. These shots each contain a variety of different Juices, including apple, pineapple, and blueberry, amongst others.
- In addition to these new products, several Juice brands promoted their Juice boxes on social media throughout the year, through 'Back to School' campaigns. Specifically, Fruitree, Ceres, and Rhodes Quality promoted their Juice boxes with the hashtag '#BackToSchool', emphasising that the products are convenient and ideal for school lunch boxes.
- Therefore, the local market has seen several child-focused Juice products being introduced, as well as promoted, with players attempting to capture the attention of both children and their parents. As a result, these products are trending locally, a trend that is expected to continue as players release new products that target this demographic.



SAMPLE FROM REPORT

SA INDUSTRY INNOVATION AND TECHNOLOGY

Fair Cape Dairies Launches New Lunchbox Range for Kids

- In July 2024, Fair Cape Dairies introduced a new product range, designed specifically for kids' lunchboxes. The new Lunchbox Range includes a variety of dairy snacks, yoghurt packs, and fruit Juice drinks, meticulously designed and manufactured for easy inclusion in school lunchboxes.
- In particular, the fruit Juice drinks are fortified with essential vitamins A, C, and D. The range is offered in four flavours, which include tropical and orange, each containing 15% Juice, as well as grape and apple flavours, with 6% Juice each.
- According to the company, this new range is positioned to simplify the lunch packing process for parents and caregivers, while providing children with a nutritious and enjoyable mealtime experience.



Rhodes Expands into the Fruit Nectar Juice Market

- In June 2024, Rhodes Food Group (RFG) announced the introduction of its new fruit nectar Juice range, positioned as a more budget-friendly Juice option.
- This new fruit nectar Juice range is offered in five different flavours, including apple, guava, tropical, mediterranean, and red grape. Additionally, the products are available in convenient 200ml, 1 litre, and 2 litre pack sizes.
- To differentiate the new fruit nectar Juice range from the brand's 100% fruit Juice offerings, the fruit nectar Juices were designed to be packaged in a brick format, while the 100% fruit Juices will be relaunched in a premium-pack prisma format.



SAMPLE FROM REPORT

CLOVER SA: COMPANY NEWS AND JUICE BRANDS/PRODUCTS

WIN

Tropika Encourages Entries for ‘#Tropika Island of Treasure’ with Competition

In April 2024, Tropika, a Clover SA Juice brand, hosted a competition to promote its reality show ‘Tropika Island of Treasure’ in Zanzibar. Specifically, consumers could enter to be a contestant on the show, and stood a chance to win one of three Wenger watches, each worth R3,000. Moreover, each contestant chosen to be on the island would receive R10,000. (29 April 2024)

★

Clover Mama Afrika Celebrates Leader's Lifetime Achievement Award

In April 2024, Professor Elain Vlok, manager of the Clover Mama Afrika Project, was honoured at ‘The Woman of Stature Awards’ for her 23 years of dedication to the project and its beneficiaries. SA Good News indicated that this awards ceremony highlights the strength and contributions of women, and aims to empower and advance their careers. (16 April 2024)

🎤

Tropika Announces Host of ‘Tropika Island of Treasure’ Season 11

In February 2024, Tropika, a Clover SA Juice brand, announced the new host of its ‘Tropika Island of Treasure’ reality show. Specifically, radio personality, Zanele Potelwa, was announced as the host for the 11th season, where contestants compete for a grand prize of R1 million. Furthermore, the season was set to premiere on SABC3 during September 2024. (21 February 2024)

WIN

Clover Krush Hosts ‘Win with Krush’ Competition

In January 2024, Krush, a Clover SA Juice brand, hosted a ‘Win with Krush’ competition. Specifically, consumers were asked to share their favourite summertime song using the hashtag ‘#KrushItRealGood’ in the comment section of the brand’s post, in order to stand a chance to win R1,000 in cash. The competition ran from 26 to 31 January 2024. (26 January 2024)

KRUSH

Clover Krush Announces New Logo Design and Packaging

In November 2023, Krush, a Clover SA Juice brand, announced the new design of its logo and packaging formats. More specifically, its new logo features a modernised font, along with bolder and more prominent fruit and Juice visuals on the packaging. In addition, the brand has introduced 1 litre UHT cartons across its entire beverage range. (6 November 2024)

🍹

Clover Krush Announces Launch of New Nectar Range

In November 2023, Krush, a Clover SA Juice brand, announced the launch of its new fruit nectar range, which offers a variety of flavours, including orange, apple, guava, and mango. Furthermore, the range is conveniently packaged in 3 litre, 1.5 litre, and 500 ml bottle sizes, catering to both family consumption and individual needs. (6 November 2024)

IMAGE	BRAND/PRODUCT
	Clover Tropika Fresh: A dairy fruit mix Juice product that contains fruit Juice and skimmed milk.
	Clover Tropika Flavoured Dairy Fruit Mix: A dairy fruit mix Juice product that is designed for extended shelf life, and contains skimmed milk.
	Clover Tropika Zero: A dairy fruit mix Juice product that contains fruit Juice and skimmed milk, and contains zero added sugar.
	Clover Krush 100% Fruit Juice Blend: A fresh, 100% fruit Juice blend product that is rich in vitamins, and offered in 11 fruit flavours.
	Clover Krush 50% Fruit Nectar Blend: A 50% fruit nectar blend that is available in orange, apple, guava, and mango flavours.
	Clover Krush Long Life: A 100% fruit Juice blend product that offers the added benefit of a longer shelf life, and is offered in five flavours.

SAMPLE FROM REPORT

JUICE PRICING ANALYSIS

BRAND AND SIZE							
Housebrand Lemon Juice		250ml	N/A	N/A	R15.99	R16.99	N/A
		500ml	R21.99	N/A	R21.60	R22.99	R29.99
Housebrand Tomato Juice		1 litre	N/A	N/A	N/A	R41.99	R39.99
Kara Coco 100% Coconut Water		330ml	R32.99	R24.50	N/A	N/A	N/A
		1 litre	R64.99	N/A	R59.99	N/A	N/A
Liqui Fruit		6 x 200ml	R64.99	R51.25	R59.99	R57.99	N/A
		6 x 300ml	R89.99	N/A	R104.99	R79.99	N/A
		1 litre	R36.99	R29.75	R36.99	R34.99	N/A
		2 litre	R64.99	R53.25	R68.99	R57.99	N/A

This pricing analysis was conducted at retail stores and supermarkets.

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- Comparative pricing at Checkers, Makro, Pick n Pay, SPAR, and Woolworths.



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