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Business growth delivered

**SOUTH AFRICAN
COFFEE
INDUSTRY INSIGHTS SAMPLE REPORT**

Published: JULY 2026

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Contact us to discuss scope



Quarterly Industry Insights Report

More than just market intelligence, the reports become a valuable knowledge-sharing tool, helping leadership teams make informed decisions through regularly updated insights on competitor news and financial results, product launches, industry trends, global and South African news and legislation, innovation and technology, and socio-political developments. The result is clear, decision-support intelligence that helps your business anticipate risks, identify opportunities and stay ahead of market change.

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SA MARKET SIZING & COMPETITOR ANALYSIS

READY-TO-BUY



The **South African Market Sizing and Competitor Analysis Insights Report** provides a dynamic synthesis of industry research, examining the local industry, in-depth view of the market players and competitors, their latest company news in terms of products, services, marketing initiatives, the latest marketing and advertising news, products offered and social media following.

Key questions the report will help you to answer

- What are the current market dynamics (market size and market value): 2020-2025 Actual, 2026-2030 Forecasts?
- Which are the key manufacturers, distributors, and retail players in the South African industry?
- What is the latest company news for key players in terms of products, services, and new launches?
- For each key manufacturer, what are the products offered?
- How does each key player position themselves, and what are the strategic implications?



COMPANIES IN COMPETITOR ANALYSIS



cafféluxe



TERBODORE
COFFEE ROASTERS



AVI



famous | brands
you're in good company



PLATŌ



SCREENSHOTS FROM REPORT

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



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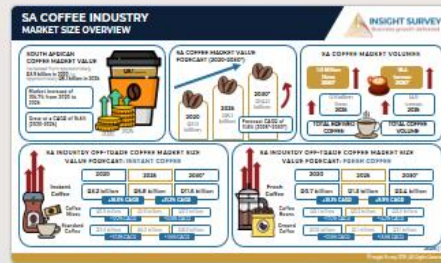
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SAMPLE FROM REPORT

AVI COMPANY NEWS



CIRO Announces Partnership with HR Retail Africa 2026

In February 2026, CIRO, an AVI Coffee brand, announced its partnership with HR Retail Africa 2026. Held at the Marriott Melrose Arch in Johannesburg, the event brought together retail and HR leaders to discuss workforce trends and industry challenges. Through the partnership, CIRO showcased its Coffee offerings while highlighting its expertise in barista training and brand partnerships. **(16 February 2026)**



Hug in a Mug Promotes a Valentine's Day Competition

In February 2026, Hug in a Mug, an AVI Coffee brand, promoted a Valentine's Day competition encouraging consumers to share a 'Hug in Every Mug' with someone special. To enter, participants were required to follow the brand, like the promotional reel, and comment on whom they would share a Hug in a Mug with. One winning pair stood a chance to receive a spa voucher for two. **(13 February 2026)**



CIRO Announced as a New Client at One Over One

In January 2026, CIRO, an AVI Coffee brand, was announced as a new client by One Over One, a digital marketing agency. One Over One stated that the partnership had already generated fresh ideas and marked the beginning of a new client relationship, adding that further developments would be shared in the future. **(16 January 2026)**



Lavazza and SPAR Bean Tree Crown a National Barista Champion

In November 2025, Lavazza, an AVI Coffee brand, and SPAR Bean Tree crowned Lesego Maphike from SUPERSPAR Vaalpark as the National Barista Champion. The competition attracted 87 baristas from across South Africa and tested their skills in espresso preparation and latte art, with Maphike also earning the opportunity to represent Bean Tree at the Lavazza Challenge. **(16 November 2025)**



Hug in a Mug Introduces its Hazelnut and Iced Creamy Cappuccino Flavours

In October 2025, Hug in a Mug, an AVI Coffee brand, introduced two new Coffee flavours, the Iced Hazelnut Cappuccino and the Iced Creamy Cappuccino. The additions expanded the brand's chilled beverage range, with the Iced Hazelnut Cappuccino featuring hazelnut flavour notes and the Iced Creamy Cappuccino offering a rich, smooth Coffee experience aimed at summer consumption. **(10 October 2025)**



CIRO Celebrates its Partner Nettare & Instabean's Achievements

In September 2025, CIRO, an AVI brand, celebrated the achievements of its partners, Nettare & Instabean, following their recognition at the Aurora International Taste Challenge 2025 and the South African Food & Beverage Awards 2025. The awards highlighted the quality of the partners' Coffee offerings while reinforcing CIRO's commitment to product excellence and industry recognition. **(16 September 2025)**



AVI Reports Growth Despite a Challenging Consumer Environment

In September 2025, AVI reported growth despite a challenging consumer environment. Revenue increased by 1%, while operating profit and headline earnings per share grew by 7.8% and 6.1%, respectively. The company's Entyce Beverages division, which includes key tea and Coffee brands, was identified as a major contributor to the group's performance. **(14 September 2025)**



CIRO Partners with Sasol Delight for The Decorex Joburg 2025

In July 2025, CIRO, an AVI Coffee brand, partnered with Sasol Delight for the Decorex Joburg 2025, held at the Sandton Convention Centre. Through the partnership, CIRO showcased Sasol Delight Coffee products, highlighting a range of Coffee offerings to cater to different consumer tastes, with the collaboration forming part of the brands' presence at the event. **(22 July 2025)**

AVI

SAMPLE FROM REPORT

MOTHERLAND COFFEE COMPANY OVERVIEW

Established in 2009, Motherland Coffee Company is a South African specialty Coffee retailer and café brand dedicated to showcasing the richness, diversity, and heritage of African Coffee.

- Inspired by Africa's position as the birthplace of Coffee and home to some of the world's most renowned Coffee-growing regions, Motherland Coffee Company was founded to elevate the profile of African Coffee while delivering authentic Coffee experiences rooted in the continent's heritage and traditions.
- Guided by this vision, the company promotes Fair Trade principles and works directly with African Coffee co-operatives and small-scale farmers, helping to create economic opportunities while supporting a more equitable and sustainable Coffee value chain.
- Operating cafés across South Africa, Motherland Coffee Company places a strong emphasis on people, community and connection. Its cafés are designed to celebrate African Coffee culture while fostering a welcoming environment that encourages social interaction and shared experiences.
- In terms of its product offering, Motherland Coffee Company provides a diverse portfolio of single-origin and blended African Coffees, complemented by a range of barista-crafted beverages, filter Coffees and iced drinks.
- Additional offerings include café-style food and packaged retail Coffee products, enhancing the overall customer experience and strengthening brand affinity.



Motherland Coffee Company Stores:

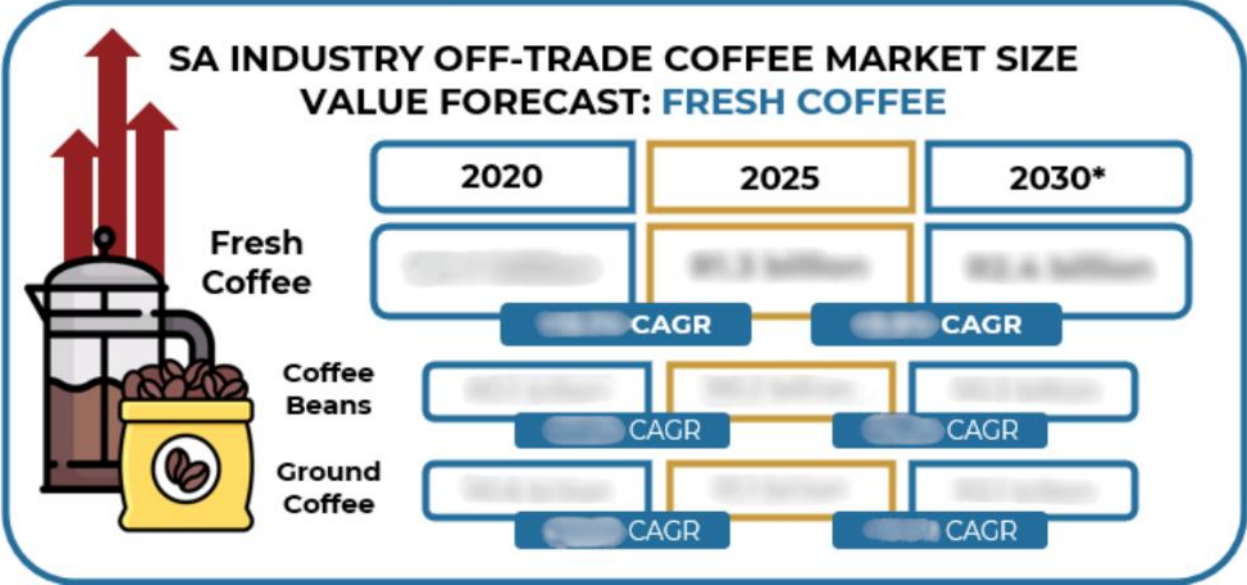
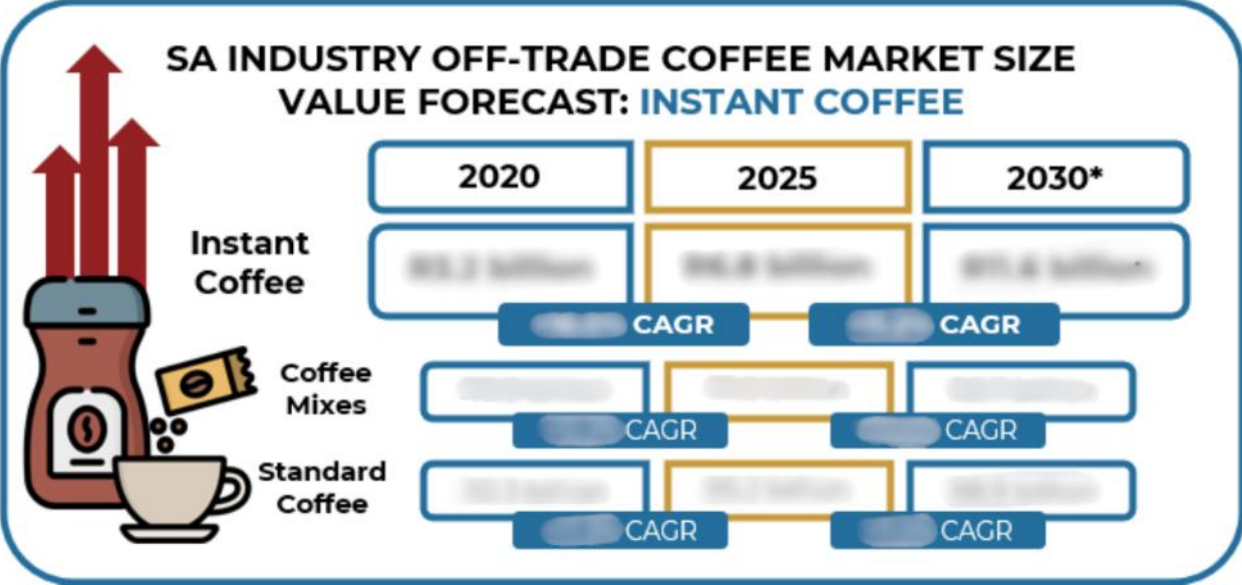
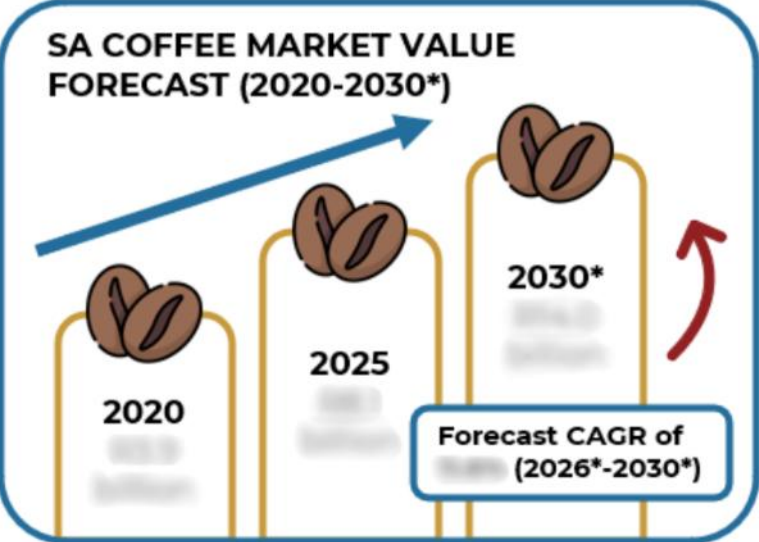
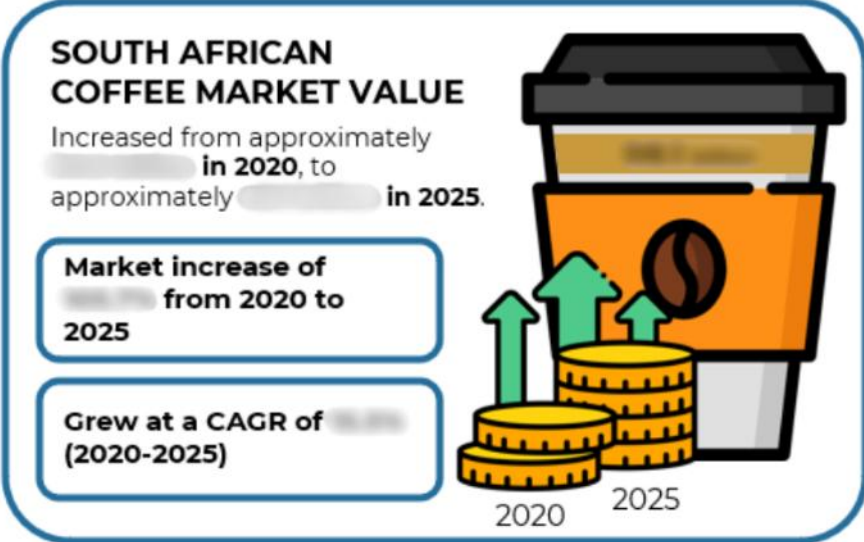
**2026: 21 SA Stores
(*estimate)**

			
MOTHERLAND NEIGHBOURHOOD BLEND R142.50 – R480.50 SELECT OPTIONS	MOTHERLAND ORIGINAL BLEND R142.50 – R492.50 SELECT OPTIONS	MOTHERLAND TOIL & TRIUMPH BLEND R142.50 SELECT OPTIONS	MOTHERLAND ETHIOPIAN SIDAMO DECAF R146.50 – R492.50 SELECT OPTIONS
			
MOTHERLAND COFFEE'S COFFEE PODS 10'S R99.00 ADD TO BASKET	MOTHERLAND COFFEE'S COFFEE PODS 50'S R520.00 ADD TO BASKET	HUSKEE CUP WITH LID 12OZ/350ML MC R393.00 SELECT OPTIONS	HUSKEE CUP WITH LID 6OZ/175ML SMALL R316.00 SELECT OPTIONS

*Store count obtained from company website.

SAMPLE FROM REPORT

MARKET SIZE OVERVIEW



SAMPLE FROM REPORT

FOOTPRINT: 2025 VS 2026

BRAND	2025 2026		CHANGE			% CHANGE
BRAND A		100			+10	+10.0%
BRAND B		80			+5	+6.25%
BRAND C		60			+5	+8.3%
BRAND D		40			+5	+12.5%
BRAND E		20			+5	+25.0%
BRAND F		10			+5	+50.0%
BRAND G		5			+5	+100.0%

MARKET SIZING & COMPETITOR ANALYSIS REPORT

EXECUTIVE SUMMARY (8 Pages)

Executive Summary: Key Strategic Insights
South African Coffee Industry: Market Size
Brand Positioning Archetypes
Competitive Strategy Heatmap
Competitive Positioning Map
Category Leader Dashboard
Store Footprint: 2025 vs 2026

SOUTH AFRICAN COFFEE INDUSTRY (13 Pages)

South African Industry Overview
South African Industry Market Size: South African Coffee Market Definitions
South African Industry Market Size: South African Coffee Distribution Channel Definitions
South African Industry Market Size: Off-Trade Coffee Market (2020-2025): VALUE OF SA COFFEE MARKET: 2020-2025 (IN ZAR MILLION); SA COFFEE MARKET CAGR AND TOTAL GROWTH (IN PERCENTAGE) (Graph and Table)
South African Industry Market Size: Off-Trade Coffee Market (2020-2025: By Category): VALUE OF SA COFFEE MARKET BY CATEGORY: 2020-2025 (IN ZAR MILLION) (Table)
South African Industry Market Size: Off-Trade Coffee Market (Forecast: 2026*-2030*): VALUE OF SA COFFEE MARKET: 2025 & 2030* (IN ZAR MILLION); SA COFFEE MARKET VALUE FORECAST BY CATEGORY (IN ZAR MILLION) (Graph and Table)



MARKET SIZING & COMPETITOR ANALYSIS REPORT

SOUTH AFRICAN COFFEE INDUSTRY (CONTINUED) (13 Pages)

South African Industry Market Volumes: Total Brewed Coffee and Total Coffee Volume (2020-2030*): TOTAL BREWED COFFEE VOLUME**: 2020-2030* (IN MILLION LITRES); TOTAL COFFEE VOLUME: 2020-2030* (IN TONNES) (Tables)

South African Industry Market Volumes: Retail Cups Coffee Market (2020-2030*): RETAIL VOLUME OF SA COFFEE MARKET: IN CUPS (2020-2030*) (Table)

South African Industry Market Volumes: Foodservice Cups Coffee Market (2020-2030*): FOODSERVICE VOLUME OF SA COFFEE MARKET: IN CUPS (2020-2030*) (Table)

South African Industry Market Distribution: Coffee Market: CHANNEL DISTRIBUTION FOR COFFEE PRODUCTS: 2025 (IN PERCENTAGE); CHANNEL DISTRIBUTION (2020 AND 2025) BY OUTLET TYPE (Graph and Table)

SOUTH AFRICAN COFFEE MANUFACTURER AND DISTRIBUTOR OVERVIEW (25 Pages)

AVI: Company News

AVI: Coffee Brands/Products

Cafféluxe: Company News

Cafféluxe: Coffee Brands/Products

Caturra Africa: Overview and Coffee Brands/Products

Famous Brands: Company News and Coffee Brands/Products

Global Coffee Exporters: Overview and Coffee Brands/Products

Jacobs Douwe Egberts (JDE): Company News

Jacobs Douwe Egberts (JDE): Coffee Brands/Products



MARKET SIZING & COMPETITOR ANALYSIS REPORT

SOUTH AFRICAN COFFEE MANUFACTURER AND DISTRIBUTOR OVERVIEW (CONTINUED) **(25 Pages)**

Jumbo Brands: Overview and Coffee Brands/Products

Nestlé: Company News

Nestlé: Coffee Brands/Products

Starbucks: Company News

Starbucks: Coffee Brands/Products

Terbodore Coffee Roasters: Overview and Coffee Brands/Products

Vida e Caffè: Company News and Coffee Brands/Products

South African Coffee Manufacturers and Distributors: Other

SOUTH AFRICAN COFFEE RETAILER ANALYSIS (16 Pages)

Bean Tree Café: Overview

Bootlegger Coffee Company: Overview

Famous Brands: Mugg & Bean: Overview

Famous Brands: Wimpy: Overview

Krispy Kreme: Overview

McDonald's: McCafé: Overview

Motherland Coffee Company: Overview



MARKET SIZING & COMPETITOR ANALYSIS REPORT

SOUTH AFRICAN COFFEE RETAILER ANALYSIS (CONTINUED) (16 Pages)

Plato Coffee: Overview

Seattle Coffee Company: Overview

Starbucks: Overview

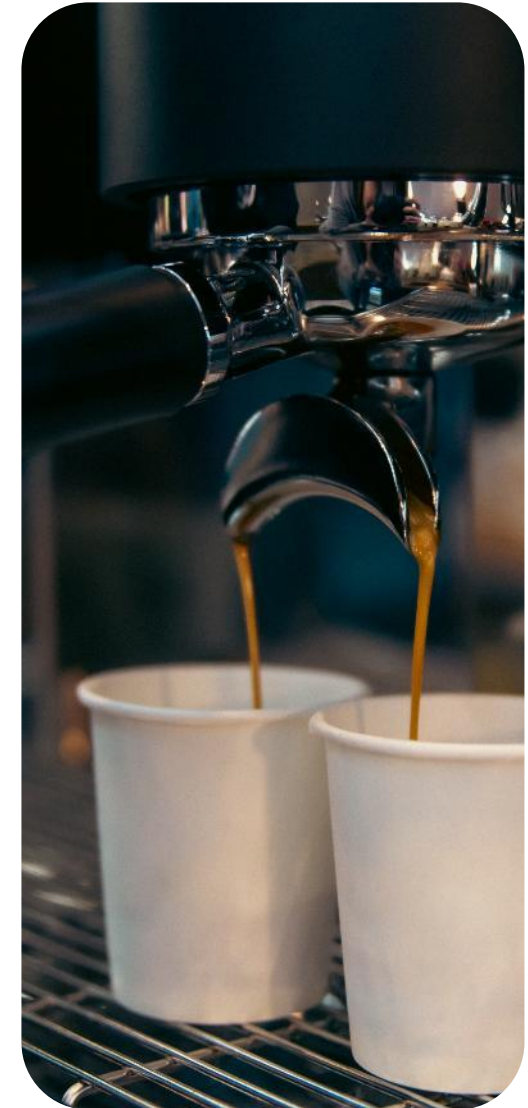
The Daily Coffee Group: Overview

Vida e Caffé: Overview

Woolworths Café: Overview

Xpresso: Overview

South African Franchised and Chain Coffee Shops: Other



The **Competitor Market Share Analysis Insights Report** provides valuable market intelligence on company and brand performance, featuring market share, retail sales and volume data for the period 2021–2025. By tracking performance over time, the report enables decision-makers to benchmark competitors, identify market share shifts, assess sales growth and understand the competitive positioning of individual companies and brands to inform strategic business decisions.

Key questions the report answer

- What is each company's market share, and how has it changed from 2021 to 2025?
- What is the market share of individual brands, and how has their position evolved?
- What are the annual retail sales of each company from 2021 to 2025?
- What are the annual retail volume of individual brands over this period?
- How does your company's and brand's performance compare with key competitors?

Sample: Market Share



SOUTH AFRICAN INDUSTRY INSIGHTS REPORT

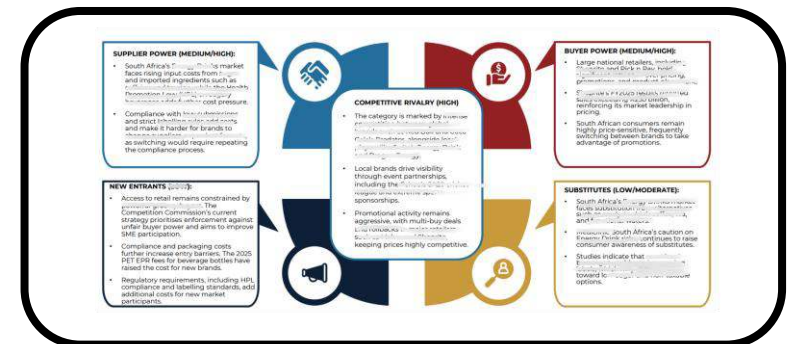
ON-DEMAND

The **South African Industry Insights Report** provides a comprehensive overview of the local market, examining the competitive landscape and key industry developments. It explores emerging trends, product innovation, technological advancements and the economic, social and regulatory factors shaping the market, highlighting key opportunities and challenges influencing future industry growth.

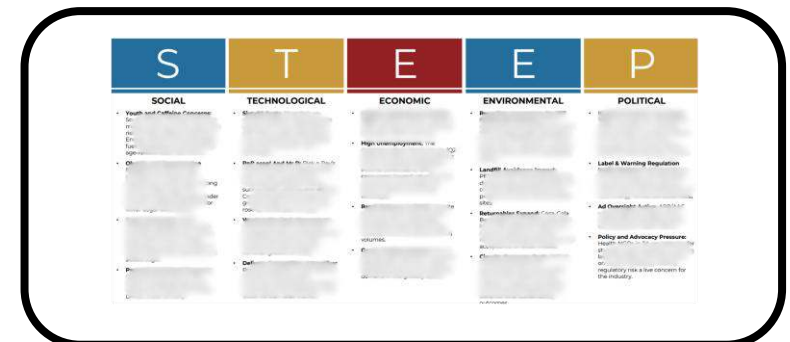
Key questions the report will help you to answer

- What is the Porter's Five Forces and STEEP analysis for the South African markets?
- What are the latest industry trends and product innovations?
- What are the key drivers shaping market growth?
- Which challenges could affect future industry growth
- What innovations and technology are shaping the South African industry?

Sample: Porter's Five Forces



Sample: Steep Analysis

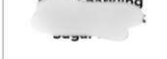
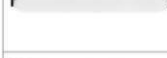


The **Pricing Analysis Insights Report** provides a comparative overview of product prices across leading South African retail outlets. It examines pricing differences across retailers, brands and product sizes, offering valuable insights into market pricing, price positioning and the competitive retail landscape.

Key questions the report answer

- What are the prices of popular brands across South African retail outlets?
- How do product prices compare?

Sample: Pricing Analysis

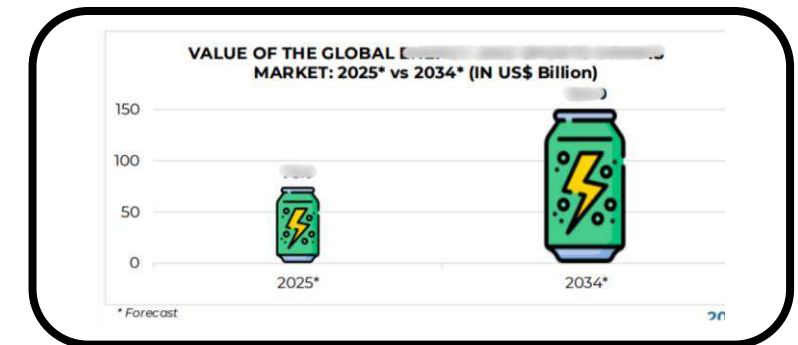
BRAND AND SIZE			Checkers	makro	Pick n Pay	SPAR
			R79.99	R73.95	R81.49	N/A
		24 x 500ml	N/A	R285.95	R310.49	N/A
		500ml	R19.99	N/A	R19.99	N/A
		6 x 500ml	R119.99	N/A	R116.49	N/A
		500ml	R19.99	N/A	R19.99	N/A
		6 x 500ml	R119.99	N/A	R116.49	N/A
		500ml	R15.99	R14.95	R15.99	R15.49
		6 x 500ml	R89.99	R77.95	R94.99	R91.99
		500ml	R15.99	N/A	R15.99	R15.49

The **Global Industry Insights Report** provides a comprehensive overview of global market dynamics, market size and growth forecasts, and key regional markets. It explores the competitive landscape, emerging consumer trends, product innovation and technological developments, alongside the key drivers and challenges shaping industry growth worldwide.

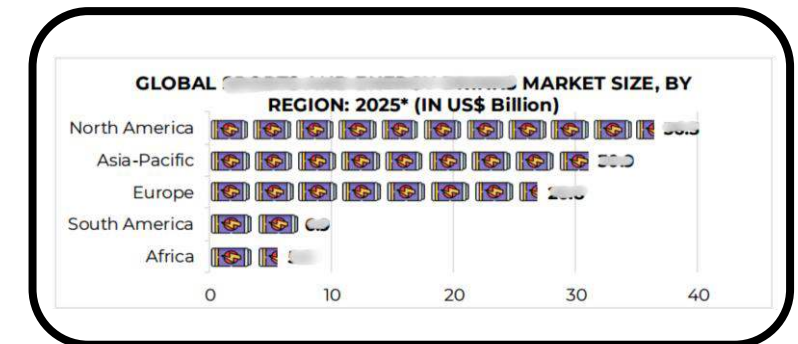
Key questions the report will help you to answer

- What are the current market dynamics of the industry?
- Which are the key markets within the industry?
- Which regions represent the largest markets, and what are the key developments shaping regional market growth?
- Which drivers and challenges could affect future industry growth?
- What innovations and technology are shaping the global industry?

Sample: Global Industry Overview



Sample: Key Markets - Regional



FULL LANDSCAPE INSIGHTS REPORT ON-DEMAND

The **South African Full Industry Landscape Insights Report** provides a dynamic synthesis of industry research, examining the local and global 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, and pricing analysis.

Executive Summary

Global Industry Snapshot

South African Industry Snapshot

South African Industry Drivers & Challenges

South African Steep Analysis

South African Porter's Five Forces

Global Industry

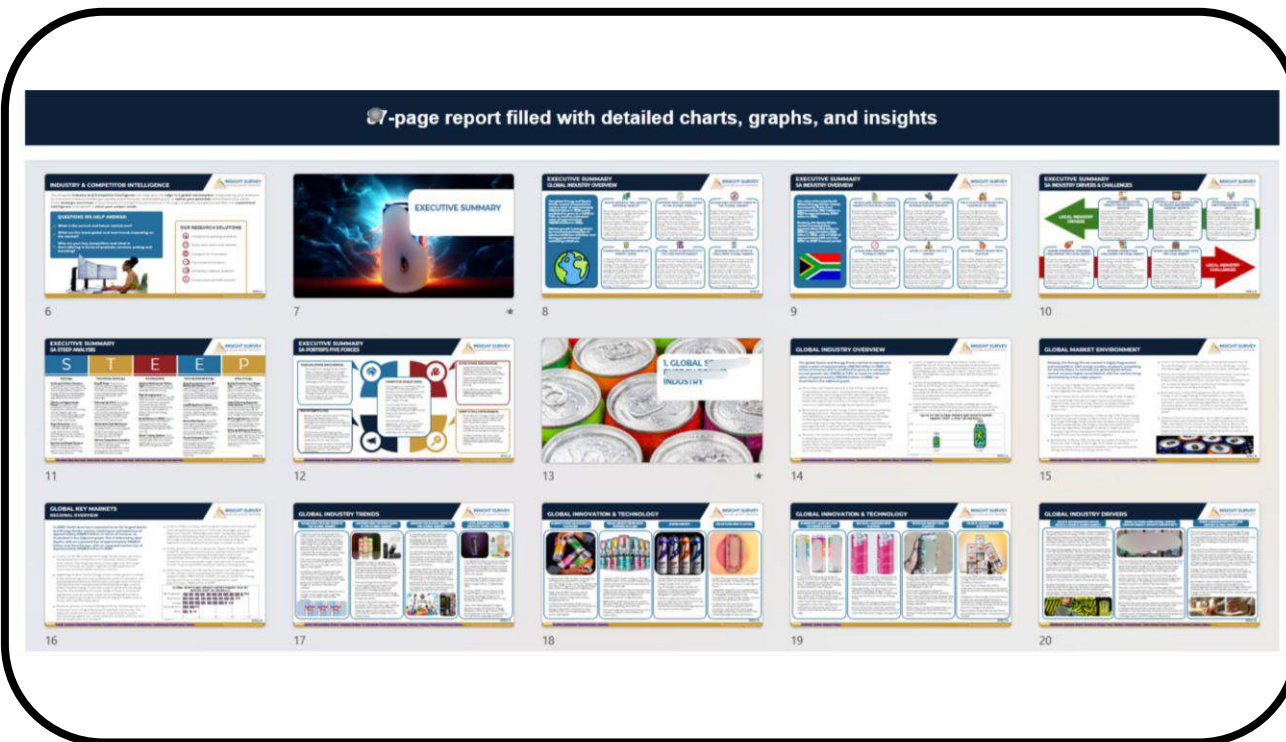
South African Industry

SA Industry: Market Size

South African Industry Manufacturer & Distributor Overview

South African Pricing Analysis

Sample: Screenshot of Selected Report Slides



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COMPANY OVERVIEW

We are a South African, boutique market research agency with 20 years of experience, specialising in **Business-to-Business (B2B) and Industry Research**. We provide bespoke solutions to deliver business growth by ensuring you make **smarter, data-driven decisions with reduced investment risk**.



Bespoke B2B Market Research Solutions



We provide **actionable insights** that deliver **business growth through customised surveys and interviews** with B2B stakeholders and decision makers.



Market and Competitor Intelligence



Our **market intelligence services** will ensure that you always stay ahead of **highly competitive South African markets**.

INDUSTRY & COMPETITOR INTELLIGENCE

Our bespoke **Industry and Competitor Intelligence** can help give the **edge in a global marketplace**, empowering your business to overcome industry challenges quickly and effectively, and enabling you to **realise your potential** and achieve your vision. From **strategic overviews** of your business's competitive environment through to specific competitor profiles, our **customised Intelligence** is designed to **meet your unique needs**.

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 CLIENTS



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



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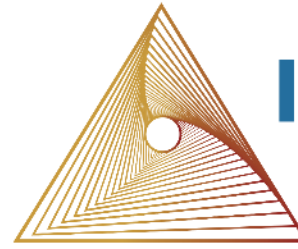
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INSIGHT SURVEY

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