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Soft Drinks in South Africa to 2011

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Report Summary

Introduction

This databook is a detailed information resource covering all the key data points on Soft Drinks in South Africa. It includes comprehensive value volume segmentation and market share data. The databook supplies actual data to 2006 and full forecasts to 2011.

Scope

*Contains information on 7 categories: Bottled water, Carbonates, Concentrates, Functional drinks, Juices, RTD tea & coffee and Smoothies

*Provides market value, volume, expenditure and consumption data by market, segment and subsegment

*Includes company and brand share data by categories

Highlights

The market for Soft Drinks in South Africa increased between 2001-2006, growing at an average annual rate of 2.8%.

The leading company in the market in 2006 was The Coca-Cola Company. The second-largest player was Ceres Fruit Juice Pty Ltd. with Clover S.A. Pty. Ltd. in third place.

Reasons to Purchase

*Discover the major quantitative trends affecting the Soft Drinks markets

*Understand consumers' consumption and expenditure patterns

*Understand the future direction of the market with reliable historical data and full five year forecasting

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