

AGRI - PROCESSING

Beverages Industry

The non-alcoholic beverage industry contributes an estimated R60 billion to the country's GDP and supports almost 294,000 jobs. Beverages, including soft drinks, sports drinks, energy drinks, bottled waters, flavoured and/or enhanced waters, ready-to-drink teas and coffees and dairy based beverages.

The processing level of juices is divided into three parts: Primary processors: convert the down-graded fruit into fruit pulp, concentrate and puree that is supplied to blenders or other 'secondary' processors who make jams, jellies or preserves; Blenders: mix various juice combinations and supply the mixed juice to bottlers; Bottlers: pack the final product into branded cartons and distribute to final consumers.

Beverages processing trends

The Growth of Low- & No- Alcohol

Tapping into the health & wellness trend, the low- and no- alcohol category is likely to see some of the most innovation and evolution across the whole industry, offering consumers more variety, better tasting and higher quality products. The biggest challenge will come to wine producers, who will need to invest in R&D to create an alcohol-alternative that appeals in terms of both quality and taste.

Superfruit beverages

While the share of conventional fruit juices in western markets is declining, a growing number of vegetable and superfruit based juices can be found in the beverage section of supermarkets. Similar developments can be noted for non- traditional fruits and vegetable that have been accredited with particular health benefits. Moreover, food products that have a history or story behind it, have an additional appeal to certain consumer groups. Specialist Importers and SMMEs cater for these consumer groups. Linking these types of companies to South African SMMEs active in a similar field could be beneficial to both sides.



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