

Baked Goods in South Africa

Market Direction | 2022-12-16 | 23 pages | Euromonitor

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Report description:

South Africans' food budgets have been under extreme pressure in 2022 with prices skyrocketing, especially for key products such as edible oils and bread. This has forced consumers to tighten their belts and reduce their spending on perceived non-essential products. Compared to the previous year, demand for baked goods is stagnating in 2022, while current value sales are notably rising in line with another significant increase in the average unit price. The competition within bread remains fierc...

Euromonitor International's Baked Goods in South Africa report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Bread, Cakes, Dessert Mixes, Dessert Pies and Tarts, Frozen Baked Goods, Pastries.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Baked Goods market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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