

## **Dairy Packaging in South Africa**

Market Direction | 2022-07-28 | 8 pages | Euromonitor

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### **Report description:**

Packaging volumes of gable top liquid cartons, other shaped cartons and HDPE bottles used in sour milk were continuing to record positive growth rates over the pandemic in both 2020 and 2021. Maas, or amasi, a fermented milk product, is seen as providing an affordable protein source and is particularly popular among low-to-middle-income consumers. Gut health concerns are also gaining momentum among discerning consumers, which saw more launches of products such as kefir in ready to drink formats.

Euromonitor International's Dairy Packaging in South Africa report offers insight into key trends and developments driving packaging across the category. The report also examines trends and prospect for various pack types and closures: metal packaging, rigid plastic, glass, liquid cartons, paper-based containers; flexible packaging.

Product coverage: Butter and Spreads, Cheese, Drinking Milk Products, Other Dairy, Yoghurt and Sour Milk Products.

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

Why buy this report?

- \* Get a detailed picture of the Dairy Packaging 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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DAIRY PACKAGING IN SOUTH AFRICA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Sour milk products packaging benefiting from the popularity of maas, driven by rising health and wellness concerns

Shelf stable milk packaging demand still strong in 2021 after the spike in growth in 2020

Dairy processors shifting away from rigid plastic to greener alternatives like liquid cartons, folding cartons and flexible aluminium/paper packs

PROSPECTS AND OPPORTUNITIES

Strong growth expected for milk alternatives, driving usage of brick and other shaped liquid cartons

Sustainability will continue to grow in importance, but for most local consumers, price will remain paramount

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