

South Africa Nutraceuticals Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 110 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The South African nutraceuticals market is projected to grow at a CAGR of 4.60% during the forecast period (2022-2027).

The COVID-19 pandemic adversely impacted several countries worldwide, including South Africa, forcing the national governments to impose severe restrictions on the movement of goods and people to mitigate the spread of the virus. However, the pandemic also encouraged consumers to re-evaluate their dietary habits and lifestyles. This has boosted the growth of the nutraceutical market in the country over the past few months with the entry of several global and local players.

Additionally, the key players in the market have been focusing on product innovations and partnerships to expand their presence in the region. For instance, in 2020, Royal DSM, a leading science company in nutrition, the United Nations children's rights agency United Nations Children's Fund (UNICEF), and Swiss-based nutrition think tank Sight and Life announced the extension of their cross-sector partnership to focus on delivering better nutrition to at-risk children and mothers in South Africa until the end of 2021.

The South African Nutraceuticals Market is expected to be primarily driven by the consumer lifestyles and preferences of the consumers in the region. Due to the rise in the number of non-communicable chronic diseases and the increase in health awareness associated with the consumption of functional foods, consumers' interest in including nutraceuticals in their daily diets has increased, thereby promoting growth in the sales of nutraceuticals.

South Africa Nutraceuticals Market Trends

Rising Healthcare Costs and Focus on Preventive Health Management

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

South Africa is a large, diverse, and complex nation that presents health policymakers with contradictions and challenges. The country allocates a fairly respectable 8.7% of its GDP towards healthcare and, in absolute terms, spends more on healthcare than any other African country. South Africa's health burden is commonly broken down into three components: an alarmingly high rate of infectious disease, a slew of health challenges affecting women and girls, young children, and babies, and a growing problem of non-communicable diseases. The country has a two-tier healthcare system with a large subsidized public sector and a small but high-quality private sector. With significant funding and the best specialists going to the private sector, there has been a major gap between the public and private healthcare facilities across the country.

Supermarkets/Hypermarkets Hold the Largest share

Supermarkets and Hypermarkets are some of the most visited and desired locations for nutraceutical manufacturers to showcase their product portfolios. Over the last decade, Supermarkets and Hypermarkets have been experiencing an immense expansion across the country and, therefore, are some of the most dominant channels for the sales of nutraceuticals. The availability of various brands has been a key factor in catering to various consumer preferences. This, in turn, increased the sales of nutraceuticals, thereby boosting the growth of the market in the country over the study period. The sales of nutraceuticals through supermarkets/hypermarkets were hampered in the initial months of the pandemic but were soon back on track and are expected to grow further in the coming years.

South Africa Nutraceuticals Market Competitor Analysis

South Africa is considered one of the unhealthiest nations, with half of all South African adults classified as overweight or obese. Childhood obesity is also rising due to inappropriate feeding practices for infants and young children. Hence, there are immense opportunities for nutraceutical manufacturers to cater to the needs of the health-deprived population by launching various products in the market. Players in the market have capitalized on their existing product portfolios or new product launches to establish market dominance. New product launches and partnerships remain some of the major moves among the key players in the market. The major players in the market studied include GlaxoSmithKline PLC (GSK), Nestle S.A., and Herbalife Nutrition, among others.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

4.1 Market Drivers

4.2 Market Restraints

4.3 Porter's Five Forces Analysis

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 4.3.1 Threat of New Entrants
- 4.3.2 Bargaining Power of Buyers/Consumers
- 4.3.3 Bargaining Power of Suppliers
- 4.3.4 Threat of Substitute Products
- 4.3.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

5.1 By Type

- 5.1.1 Functional Food
 - 5.1.1.1 Cereals
 - 5.1.1.2 Bakery and Confectionary
 - 5.1.1.3 Dairy
 - 5.1.1.4 Other Functional Foods
 - 5.1.2 Functional Beverage
 - 5.1.2.1 Energy Drink
 - 5.1.2.2 Sports Drink
 - 5.1.2.3 Fortified Juice
 - 5.1.2.4 Other Functional Beverages
 - 5.1.3 Dietary Supplements
 - 5.1.3.1 Vitamins and Minerals
 - 5.1.3.2 Fatty Acids
 - 5.1.3.3 Enzymes
 - 5.1.3.4 Probiotics
 - 5.1.3.5 Other Dietary Supplements
- ### 5.2 By Distribution Channel
- 5.2.1 Supermarkets/Hypermarkets
 - 5.2.2 Convenience Stores
 - 5.2.3 Drug Stores/Pharmacies
 - 5.2.4 Online Retail Stores
 - 5.2.5 Other Distribution Channels

6 COMPETITIVE LANDSCAPE

- 6.1 Strategies Adopted by Leading Players
- 6.2 Market Positioning of Players
- 6.3 Company Profiles
 - 6.3.1 GlaxoSmithKline PLC
 - 6.3.2 Nestle SA
 - 6.3.3 Herbalife Nutrition
 - 6.3.4 Amway Corp.
 - 6.3.5 The Kellogg Company
 - 6.3.6 Red Bull GmbH
 - 6.3.7 The Coca-Cola Company
 - 6.3.8 Danone SA
 - 6.3.9 Genesis Nutritional Product
 - 6.3.10 Ascendis Health

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

South Africa Nutraceuticals Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 110 pages | Mordor Intelligence

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-05
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com
www.scotts-international.com