

## **South Africa Food Fortification Premix Market Report and Forecast 2024-2032**

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### **Report description:**

South Africa Food Fortification Premix Market Report and Forecast 2024-2032

#### Market Outlook

According to the report by Expert Market Research (EMR), the South Africa food fortification premix market is projected to grow at a CAGR of 8.4% between 2024 and 2032. Aided by the mounting awareness regarding nutritional deficiencies and the escalating adoption of fortified foods, the market is expected to grow significantly by 2032.

Food fortification premixes are blends of vitamins, minerals, and other essential nutrients used to enhance the nutritional profile of foods. In South Africa, these premixes play a crucial role in combating micronutrient deficiencies, particularly among vulnerable populations. The primary applications of these premixes span across various food products, including bread, flour, milk, and infant formulas. This initiative aligns with the broader public health strategies aimed at reducing the prevalence of malnutrition and associated health conditions.

The surge in the South Africa food fortification premix market growth is largely attributed to the increasing government initiatives promoting food fortification. These efforts are coupled with rising consumer awareness regarding the importance of a balanced diet rich in essential nutrients. Additionally, the growing prevalence of lifestyle diseases linked to nutritional deficiencies has spurred the demand for fortified foods, thereby catalysing the market growth.

Another significant factor contributing to the South Africa food fortification premix market demand growth is the involvement of international organisations and NGOs in nutritional programs. These entities have been instrumental in advocating for food fortification as a cost-effective strategy to address micronutrient malnutrition. Such collaborations between government bodies, international organisations, and private sectors are pivotal in shaping the market dynamics.

The food sector's innovation and research and development efforts are also influencing the South Africa food fortification premix market outlook. As consumers become increasingly health-conscious, there is a growing demand for nutrient-enriched food products that cater to specific dietary needs and preferences. This trend is prompting food manufacturers to incorporate a diverse range of premixes, further stimulating market growth.

Looking ahead, the market is poised for continued growth, fuelled by ongoing government support, consumer awareness, and technological advancements in food fortification processes. The focus is expected to increasingly shift towards personalised nutrition and the development of customised premix solutions catering to specific demographic needs. This evolution is

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anticipated to open new avenues for market expansion and innovation in the South African food fortification premix industry.

#### Market Segmentation

The market can be divided based on type, form, and application.

#### Market Breakup by Type

- Vitamin Premix
- Mineral Premix
- Vitamin and Mineral Premix
- Others

#### Market Breakup by Form

- Powder
- Liquid

#### Market Breakup by Application

- Sports Nutrition and Dietary Supplements
- Infant and Early Nutrition
- Processed Foods
- Beverages
- Food Staples
- Home Fortification

#### Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the South Africa food fortification premix market. Some of the major players explored in the report by Expert Market Research are as follows:

- DSM Nutritional Products AG
- Glanbia plc
- SternVitamin GmbH & Co. KG
- Prinova Group LLC
- SK Chemtrade Services Pty Ltd
- Others

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