

## **HW Cooking Ingredients and Meals in South Africa**

Market Direction | 2023-11-07 | 13 pages | Euromonitor

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### **Report description:**

Globally, young adults are the key consumers of plant-based foods, and South Africa is no different. South Africa ranks in the top five countries that ordered the most vegan dishes according to UberEats, with vegan burgers reported as the most popular choice. Local demand for plant-based products increased tremendously towards the end of the review period, albeit from a low base. In 2022, several plant-based ready meals were launched, ranging from chickpea curries to crowd-pleasing Italian favou...

Euromonitor International's HW Cooking Ingredients and Meals in South Africa report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals by Type, HW Edible Oils, HW Meals and Soups, HW Sauces, Dips and Condiments, HW Sweet Spreads.

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

Why buy this report?

- \* Get a detailed picture of the HW Cooking Ingredients and Meals 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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Euromonitor International  
January 2024

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#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Younger generation is driving demand for plant-based options

Vegetarian is leading claim offering affordability whilst addressing environmental and animal welfare concerns

Low salt a key consideration in health and wellness cooking ingredients and meals

#### **PROSPECTS AND OPPORTUNITIES**

Sweet spreads and ready meals expected to be most affected by new proposed food labelling

Vegetarian to remain strong claim in health and wellness cooking ingredients and meals over the forecast period

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