

HW Dairy Products and Alternatives in South Africa

Market Direction | 2023-11-07 | 14 pages | Euromonitor

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Report description:

2022 was a challenging year for many South Africans challenged by continuous blackouts, rising food inflation and unemployment. While consumers reduced non-essential spending to help balance household budgets, healthy eating remained top of mind. Where possible, consumers of all income groups searched for the best, nutrient-dense products they could afford. Given the financial background in South Africa, stunting and wasting as a result of malnutrition in children remain a challenge and this sit...

Euromonitor International's HW Dairy Products and Alternatives 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 Baby Food, HW Dairy and Plant-based Dairy, HW Dairy Products and Alternatives by Type.

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 Dairy Products and Alternatives 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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HW DAIRY PRODUCTS AND ALTERNATIVES IN SOUTH AFRICA

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2022 DEVELOPMENTS

Yoghurt remains key area for fortification to help alleviate micronutrient deficiencies

Low fat is leading claim for health and wellness dairy products and alternatives as South Africa's obese population continues to rise

Vegetarian is the best performing claim in health and wellness dairy products and alternatives in 2022

PROSPECTS AND OPPORTUNITIES

New food labelling regulations expected increase consumer awareness of fat content in dairy products

Low fat offers further development potential, driven by increasing awareness of impact on health amid rising obesity rates

Significant potential for low salt

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HEALTH AND WELLNESS IN SOUTH AFRICA

EXECUTIVE SUMMARY

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