

## **HW Snacks in South Africa**

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

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### **Report description:**

Private label snacks have grown in popularity as South Africans seek affordable alternatives to well-known, established brands. Retailers are capitalising on this trend by investing in research and development to create innovative snacks that cater for various tastes and dietary preferences. Private label innovation in snacks, in particular with health and wellness claims, has become an important strategy for retailers looking to increase sales and profit margins. With the right product mix, pri...

Euromonitor International's HW Snacks 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 Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW Sweet Biscuits, Snack Bars and Fruit Snacks.

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 Snacks 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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reliable information resources to help drive informed strategic planning.

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