

## **Snacks in South Africa**

Market Direction | 2024-07-31 | 76 pages | Euromonitor

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### **Report description:**

South Africa is facing several macroeconomic challenges which are impacting consumers' spending power, including: slow economic growth (forecast at 1% y-o-y for 2024); a high unemployment rate (roughly 33% in May 2024); high inflation of 5-6% in the first half of the year (and even higher food inflation); and lastly the energy crisis, which means continuous rolling blackouts (loadshedding), therefore increasing production costs and prices, and thus limiting consumers' budgets. Meanwhile, those w...

Euromonitor International's Snacks in South Africa report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, 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 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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##### CATEGORY DATA

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