

Sweet Biscuits, Snack Bars and Fruit Snacks in South Africa

Market Direction | 2024-07-31 | 28 pages | Euromonitor

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Report description:

Sweet biscuits, snack bars and fruit snacks is expected to continue to see a low retail volume decline in South Africa in 2024. With rising prices, inflation, and the rising cost of living, some consumers are reducing their spending on non-essential items. Lower income consumers are exceptionally vulnerable to price increases, and some have been turning to the informal market, where there are cheaper products available. Nevertheless, filled biscuits is one of the categories within sweet biscuits...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit 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: Fruit Snacks, Snack Bars, Sweet Biscuits.

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

Why buy this report?

- * Get a detailed picture of the Sweet Biscuits, Snack Bars and Fruit 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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2024 DEVELOPMENTS

Product launches and promotions drive growth for filled biscuits despite overall category decline

Brand extensions launched under flagship brands to leverage the existing consumer base

Players target women and children with healthier variants

PROSPECTS AND OPPORTUNITIES

Players will have to implement different strategies to drive sales

"Snackification" expected to be a driving force behind growth of protein/energy bars and filled biscuits

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