

Cheese in South Africa

Market Direction | 2024-08-28 | 21 pages | Euromonitor

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Report description:

Two key sales drivers of cheese in South Africa remain evident in 2024, both of which revolve around price and are dependent on consumers' economic circumstances. First, due to the high cost of cheese, South Africans who are under financial pressure tend to consume less cheese monthly, instead opting to purchase smaller pack sizes based on a lower unit price. This allows them to monitor their cheese intake and ration where needed, ensuring the product lasts until they have the necessary budget t...

Euromonitor International's Cheese 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: Hard Cheese, Processed Cheese excl Spreadable, Soft Cheese, Spreadable Cheese.

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

Why buy this report?

- * Get a detailed picture of the Cheese 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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