

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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Table of Contents:

Cheese in South Africa
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List Of Contents And Tables

CHEESE IN SOUTH AFRICA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Pack size and special offers remain key drivers of cheese sales

Lactose free offerings available at most retailers, but price remains a challenge

Price and quality of private label cheese offerings surpass heritage brands

PROSPECTS AND OPPORTUNITIES

Input costs for cheese production expected to hinder growth potential

Rising demand for premium cheese to be maintained by affluent consumers

Large investments predicted to increase medium-term cheese production

CATEGORY DATA

Table 1 Sales of Cheese by Category: Volume 2019-2024

Table 2 Sales of Cheese by Category: Value 2019-2024

Table 3 Sales of Cheese by Category: % Volume Growth 2019-2024

Table 4 Sales of Cheese by Category: % Value Growth 2019-2024

Table 5 Sales of Spreadable Cheese by Type: % Value 2019-2024

Table 6 Sales of Soft Cheese by Type: % Value 2019-2024

Table 7 Sales of Hard Cheese by Type: % Value 2019-2024

Table 8 NBO Company Shares of Cheese: % Value 2020-2024

Table 9 LBN Brand Shares of Cheese: % Value 2021-2024

Table 10 Distribution of Cheese by Format: % Value 2019-2024

Table 11 Forecast Sales of Cheese by Category: Volume 2024-2029

Table 12 Forecast Sales of Cheese by Category: Value 2024-2029

Table 13 Forecast Sales of Cheese by Category: % Volume Growth 2024-2029

Table 14 Forecast Sales of Cheese by Category: % Value Growth 2024-2029

DAIRY PRODUCTS AND ALTERNATIVES IN SOUTH AFRICA

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 15 Sales of Dairy Products and Alternatives by Category: Value 2019-2024

Table 16 Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024

Table 17 NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024

Table 18 LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024

Table 19 Penetration of Private Label by Category: % Value 2019-2024

Table 20 Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024

Table 21 Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029

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Table 22 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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