

HW Dairy Products and Alternatives in South Africa

Market Direction | 2024-11-18 | 17 pages | Euromonitor

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Report description:

South Africa's population with an overweight or obesity diagnosis is on the rise. According to Euromonitor International's Economies and Consumers data, 26% of the over 18-year-old population of South Africa was overweight (BMI 25-30kg/sq m) in 2023, whilst 30% was obese (BMI 30kg/sq m or more). Approximately 26% of both males and females were overweight in the same year, with 18% and 43% respectively classed as obese. Meanwhile, around 53% of the adult population took part in insufficient physi...

Euromonitor International's HW Dairy Products and Alternatives 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: HW Baby Food, HW Dairy, HW Dairy Products and Alternatives by Type.

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 Dairy Products and Alternatives 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:

HW Dairy Products and Alternatives in South Africa

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List Of Contents And Tables

HW DAIRY PRODUCTS AND ALTERNATIVES IN SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Low fat is leading claim for health and wellness dairy products and alternatives as South Africa's obese population continues to rise

Yoghurt remains key area for fortification to help alleviate micronutrient deficiencies

Flexitarian population helps drive growth of plant-based, vegan and vegetarian claims in dairy products and alternatives in 2023

PROSPECTS AND OPPORTUNITIES

New food labelling regulations set to strengthen consumer awareness of fat content in dairy products

Rising demand for lactose free to encourage further new product development

Significant potential for low salt within dairy products and alternatives

CATEGORY DATA

Table 1 Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2023

Table 2 Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2023

Table 3 Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 4 Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 5 Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20

Table 6 Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 7 Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 8 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2023-2028

Table 9 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2023-2028

HEALTH AND WELLNESS IN SOUTH AFRICA

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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