

HW Snacks in South Africa

Market Direction | 2024-11-18 | 14 pages | Euromonitor

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Report description:

While health and wellness is not generally top-of-mind for many consumers in South Africa, post-pandemic, many of them are now more aware of healthy eating. Consumers, especially those with higher incomes, can afford healthier snacks accompanied by various claims, including snacks high in protein, low in fat, no sugar, or lactose free, especially as they become increasingly aware of food intolerances or allergies. South Africans have been examining their diets more closely in connection with spe...

Euromonitor International's HW Snacks 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 Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW 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 HW 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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reliable information resources to help drive informed strategic planning.

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HW SNACKS IN SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Gluten free is leading claim in health and wellness snacks in South Africa

Rising interest in plant-based claim in health and wellness snacks

Cross-category expansion as Weet-Bix looks to leverage high fibre snack trend

PROSPECTS AND OPPORTUNITIES

Growing concerns over lifestyle diseases set to drive demand for snacks accompanied by health claims

Gluten free snacks to remain leading health claim, driven by high-income South Africans

High protein snack bars set to expand reach

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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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