

HW Staple Foods in South Africa

Market Direction | 2024-11-18 | 15 pages | Euromonitor

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Report description:

Persistent economic pressures in South Africa forced many consumers to prioritise their purchases and focus on essential groceries or more affordable options offered by private label in 2023. Therefore, demand for some fortified/functional staple foods suffered at the end of the review period, resulting in marginal retail volume decline for high fibre staple foods. Nevertheless, high fibre, which is considered a type of fortified/functional claim, remained the largest health and wellness claim i...

Euromonitor International's HW Staple Foods 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 Baked Goods, HW Breakfast Cereals, HW Processed Fruit and Vegetables, HW Processed Meat, Seafood and Alternatives to Meat, HW Rice, Pasta and Noodles, HW Staple Foods 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 Staple Foods 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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HW STAPLE FOODS IN SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

High fibre is leading health and wellness claim due to greater understanding of the need for fortification in diets

Health and wellness claims for breakfast cereals perform well despite inflationary pressures

Woolworths offers consumers inspiration on how to prepare quick meals using staple foods during blackouts

PROSPECTS AND OPPORTUNITIES

Proposed rigorous food labelling to potentially disrupt breakfast cereals

High fibre to remain popular claim and offers further growth potential as consumers look to fortified staple foods as part of healthier eating plans

Niche of digestive health set to gain momentum

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HEALTH AND WELLNESS IN SOUTH AFRICA

EXECUTIVE SUMMARY

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Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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