

South Africa Savory Snacks - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 80 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The South Africa Savory Snacks Market size is estimated at USD 1.92 billion in 2025, and is expected to reach USD 2.78 billion by 2030, at a CAGR of 7.74% during the forecast period (2025-2030).

The inclination toward Western food habits and the busy lifestyles of working professionals and students have propelled consumers to shift from elaborate luncheons to packaged and ready-to-consume meals. This represents one of the major factors driving the demand for savory snacking options in South Africa. In addition, increased awareness of health and wellness has influenced consumers to seek snacks that offer nutritional benefits, such as protein-rich meat snacks, whole grain chips, and natural ingredients in trail mixes. Therefore, players are introducing healthier alternatives to capitalize on consumers' demands. For example, Harvestime in South Africa offers straight-cut chips that are low in sodium, contain less fat, and are cholesterol-free, helping maintain blood pressure, per the company's claim. Companies are also teaming up with chefs to offer exceptional taste and quality. For instance, in October 2023, Simba collaborated with Chef Benny to create their new Steakhouse Beef flavored chips. Per the company's claims, this significant collaboration reflects Simba's commitment to creating authentic flavors that resonate with South African culture.

South Africa Savoury Snacks Market Trends

Rising Demand for Convenient Snacking Options

Snackification, a growing trend in the food industry, refers to the shift in consumer behavior towards consuming smaller, ready-to-eat, and convenient snacks instead of traditional meals. This phenomenon has gained significant traction among South African consumers due to demographics, socioeconomic, and cultural factors. Moreover, consumers across South Africa constantly

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

seek convenient snacking options due to changes in eating patterns and increased expenditure on food and beverage products. Convenient snacks, such as potato chips, extruded snacks, nuts and seeds, and popcorn, are becoming extremely popular, especially among the working population and young consumers due to their hectic lifestyles. Furthermore, brands are entering the market and expanding their product portfolio to cater to the high demand for convenient snacks. For instance, in October 2023, Kaizer Chiefs, a South African football club, launched its brand of potato chips in various flavors to be sold nationwide in retail stores.

Potato Chips Holds a Promising Market Share in the Country

The potato chips market in South Africa is driven by the growing demand for on-the-go snacks and the increasing focus of manufacturers on introducing healthier and tastier options to attract consumers. Moreover, the availability of potato chips in various formats ranging from mild and neutral flavors of plain potato chips to different spicy and innovative flavors appeals to a wide range of taste preferences. They serve as a versatile base that can be enjoyed as is or paired with various dips, condiments, or even other local flavors. Potato chips are preferred by consumers of different demographics, with a large youth population trying out new and unique flavors. This factor motivates the savory snack manufacturers to offer new and innovative potato chips. For instance, In March 2023, Lay's created two amazing flavors: the Japanese Yakitori Chicken and Brazilian Spicy Salsa in celebration of the Money Heist series' beloved characters, Tokyo and Rio. The company claims these are thinly sliced and prepared with a meticulous approach to quality and flavor. The new additions are part of Lay's consistent innovation, bringing exciting flavors and textures worldwide to South Africa.

South Africa Savoury Snacks Industry Overview

The South Africa savory snack market is highly competitive, with national and international players focusing on increasing their share in the reviewed market. The key players operating in the market are adopting strategies, such as product launches, expansions, mergers and acquisitions, partnerships, and expansions, to increase their market share. Some key players in the market include PepsiCo Inc, AVI Limited, The Kellogg Company, Frimax Foods Private Limited, and Truda Foods Private Limited.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

Table of Contents:

1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

- 4.1 Market Drivers
 - 4.1.1 Demand for Convenient Convenient Snacking Options
 - 4.1.2 Organic Snacking Options Gaining Prominence
- 4.2 Market Restraints
 - 4.2.1 Inclination Toward Other Nutritional Food Products

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

4.3 Industry Attractiveness - Porter's Five Forces Analysis

4.3.1 Bargaining Power of Suppliers

4.3.2 Bargaining Power of Buyers

4.3.3 Threat of New Entrants

4.3.4 Threat of Substitutes

4.3.5 Degree of Competition

5 MARKET SEGMENTATION

5.1 By Product Type

5.1.1 Potato Chips

5.1.2 Extruded Snacks

5.1.3 Popcorn

5.1.4 Nuts, Seeds, and Trail Mixes

5.1.5 Meat Snacks

5.1.6 Other Product Types

5.2 By Distribution Channel

5.2.1 Supermarkets/Hypermarkets

5.2.2 Convenience Stores

5.2.3 Online Retail Stores

5.2.4 Other Distribution Channels

6 COMPETITIVE LANDSCAPE

6.1 Most Adopted Strategies

6.2 Market Share Analysis

6.3 Company Profiles

6.3.1 PepsiCo Inc.

6.3.2 The Kellogg Company

6.3.3 AVI Limited

6.3.4 Siyaya Brands Pty Ltd

6.3.5 Picola Foods

6.3.6 Frimax Foods (Pty) Ltd

6.3.7 Super Snacks

6.3.8 Truda Foods (Pty) Ltd

6.3.9 Messaris Snack Foods

6.3.10 Lorenz Snack-World

7 MARKET OPPURTUNITES AND FUTURE TRENDS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

**South Africa Savory Snacks - Market Share Analysis, Industry Trends & Statistics,
Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 80 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-27"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

