

Breakfast Cereals in South Africa

Industry Report | 2025-12-18 | 40 pages | MarketLine

AVAILABLE LICENSES:

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

Report description:

Breakfast Cereals in South Africa

Summary

Breakfast Cereals in South Africa industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The breakfast cereals market consists of retail sales of Hot cereals, Ready-to-eat cereals, and Congee.
- The South African breakfast cereals market recorded revenues of \$650.1 million in 2024, representing a negative compound annual growth rate (CAGR) of 0.04% between 2019-24.
- Market consumption volume increased with a CAGR of 1.5% between 2019-24, reaching a total of 158.9 million kilograms in 2024.
- The contraction of the South African breakfast cereals market during 2019-24 as South African consumers continued to face economic pressures, including high inflation and rising food costs that squeezed disposable incomes and made relatively pricier packaged breakfast cereals less attractive compared with staple foods or traditional breakfast options, which dampened overall market growth.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the breakfast cereals market in South Africa
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the breakfast cereals market

Scotts International. EU Vat number: PL 6772247784

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

www.scott-international.com

in South Africa

- Leading company profiles reveal details of key breakfast cereals market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the South Africa breakfast cereals market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the South Africa breakfast cereals market by value in 2024?
- What will be the size of the South Africa breakfast cereals market in 2029?
- What factors are affecting the strength of competition in the South Africa breakfast cereals market?
- How has the market performed over the last five years?
- Who are the top competitors in South Africa's breakfast cereals market?

Table of Contents:

Table of Contents

1 Executive Summary

1.1. Market value

1.2. Market value forecast

1.3. Market volume

1.4. Market volume forecast

1.5. Category segmentation

1.6. Geography segmentation

1.7. Market share

1.8. Market rivalry

1.9. Competitive landscape

2 Market Overview

2.1. Market definition

2.2. Market analysis

3 Market Data

3.1. Market value

3.2. Market volume

4 Market Segmentation

4.1. Category segmentation

4.2. Geography segmentation

4.3. Market distribution

5 Market Outlook

5.1. Market value forecast

5.2. Market volume forecast

6 Five Forces Analysis

6.1. Summary

6.2. Buyer power

6.3. Supplier power

6.4. New entrants

6.5. Threat of substitutes

6.6. Degree of rivalry

7 Competitive Landscape

7.1. Market share

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 7.2. Who are the leading players in the South African breakfast cereals market?
- 7.3. Which companies have been most successful in increasing their market shares during 2019-24?
- 7.4. Which companies market shares have suffered during 2019-24?
- 7.5. What are the most popular brands in the South African breakfast cereals market?
- 8 Company Profiles
 - 8.1. PepsiCo Inc
 - 8.2. Kellanova
 - 8.3. Tiger Brands Ltd
 - 8.4. CPW SA
- 9 Macroeconomic Indicators
 - 9.1. Country data
- 10 Appendix
 - 10.1. Methodology
 - 10.2. Industry associations
 - 10.3. Related MarketLine research
 - 10.4. About MarketLine

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Breakfast Cereals in South Africa

Industry Report | 2025-12-18 | 40 pages | MarketLine

To place an Order with Scotts International:

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

ORDER FORM:

Select license	License	Price
	Single user licence (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-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="2026-03-10"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com