

# EMA - The South Africa Food Market Report 2014

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## Abstracts

The South Africa Food Market Report 2014 features Emerging Market Analysts (EMA)'s market assessment and independent forecasts for food expenditure, consumption, sales, and imports/exports and forecasts for the mass grocery retail sector. The report also includes analyses of major regulatory developments, the background macroeconomic outlook and competitive landscape comparing national and multinational companies by leading products and services, sales, investments, partners and expansion strategies.

EMA's South Africa Food Market Report provides industry professionals and strategists, sector analysts, business investors, trade associations and regulatory bodies with independent forecasts and competitive intelligence on the food and drink industry and the mass grocery retail market in South Africa.

### What makes this report unique?

The report also presents a unique blend of qualitative analysis combined with extensive quantitative data including global, regional and country outlook and country forecasts from 2014 -2019 - all highlighting strategic business opportunities.

### Key Benefits

Benchmark EMA's independent food industry forecasts for South Africa to test other views - a key input for successful budgeting and strategic business planning in the South African food and drink market.

Target business opportunities and risks in South Africa through our reviews of latest industry trends, regulatory changes and major deals, projects and investments.

Exploit latest competitive intelligence on your competitors, partners and clients via our Company Profiles (inc, latest activity) and Competitive Landscape Tables.

Why you should buy The South Africa Food Market Report 2014

43 pages of comprehensive analysis

10 key tables, charts, and graphs quantifying the market in detail

The South Africa Food market forecasts between 2014 and 2019

Five year forecasts for the South Africa Food, including:

Production

Consumption

Sales

Exports

Imports

South Africa Food SWOT analysis, project tables for each commodity, production and consumption, of each, competitive landscape outlook, detailing major players in the sector, South Africa's economic activity.

11 key companies identified and profiled, including 2014 market segment, market share information and latest information.

You can order this report today and Gain an understanding of how to tap into the potential of this market by ordering South Africa Food Market Report 2014

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## Appendix B

**COMPANIES MENTIONED**

Aldor Africa (Pty)  
AVI Limited  
Alpen Foods  
Cadbury (Pty) Ltd  
Clover SA  
Country Bird Pty  
Beacon South Africa  
Bokomo (Pioneer Foods)  
Debonairs Pizza  
Diageo Plc  
Enterprise Foods (Tiger Brands)  
Ferrero Rocher  
Foodcorp (Nola) Pty  
Illovo Sugar Ltd  
Kraft Foods  
Kraft Foods South Africa  
Heinz  
Massmart (Walmart)  
Metro Cash & Carry  
Nestlé South Africa  
Parmalat SA  
Pick n Pay  
Pioneer Foods Ltd  
RCL Foods  
Remgro  
Riegelein Confiserie  
Simba (Pty) Ltd  
Shoprite  
Shoprite Checkers (Pty) Ltd  
Spar Holdings Ltd  
Sovereign Foods  
Tiger Brands Pty  
Tongaat Hulett Sugar South Africa  
TSB Sugar Holdings  
UB Group SA

Unilever South Africa  
Woolworths Pty  
Other Organisations Mentioned in This Report  
South African Department of Health  
South African Reserve Bank (SARB)

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