

Butter and Margarine in South Africa

<https://marketpublishers.com/r/B3C7153DCF1EN.html>

Date: September 2017

Pages: 29

Price: US\$ 990.00 (Single User License)

ID: B3C7153DCF1EN

Abstracts

The development of the butter and margarine category in terms of both value and volume sales in 2017 continued to be challenged by changing breakfast habits among consumers. Due to their increasingly hectic lifestyles, a growing number of consumers no longer have breakfast at home on working days, and instead either stop at consumer foodservice outlets, especially coffee shops and street stalls/kiosks, or purchase something at the canteen/cafeteria at their workplace. Even those who still take b...

Euromonitor International's Butter and Margarine in South Africa report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2021 illustrate how the market is set to change.

Product coverage: Butter, Cooking Fats, Margarine and Spreads.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Butter and Margarine 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Industry Players Focus on Acquisitions To Expand Their Market Share

Supermarkets Remains the Leading Channel But Loses Ground To Mixed Retailers

Steady Growth Expected As Consumers Will Increasingly Adopt Higher-value Products

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