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Dried Processed Food in South Africa

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Abstracts

Rice remained a staple in South Africa, representing a 70% retail value share of total sales of dried processed food in 2014. Rice was very popular among all income groups and its versatility made it ideal for preparing a quick meal for time- and cash-strapped consumers. Higher incomes in the country, especially among the upper-income demographics, led consumers to slowly shift away from maize consumption towards rice, thus boosting overall sales. Also, there was a sharp rise in prices in 2014,...

Euromonitor International's Dried Processed Food 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 2009-2013, 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 2018 illustrate how the market is set to change.

Product coverage: Dehydrated Soup, Dessert Mixes, Dried Pasta, Dried Ready Meals, Instant Noodles, Instant Soup, Plain Noodles, Rice.

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

Why buy this report?

Get a detailed picture of the Dried Processed Food market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and leading brands;

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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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