

# HW Dairy Products and Alternatives in South Africa

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## Abstracts

2022 was a challenging year for many South Africans challenged by continuous blackouts, rising food inflation and unemployment. While consumers reduced non-essential spending to help balance household budgets, healthy eating remained top of mind. Where possible, consumers of all income groups searched for the best, nutrient-dense products they could afford. Given the financial background in South Africa, stunting and wasting as a result of malnutrition in children remain a challenge and this sit...

Euromonitor International's HW Dairy Products and Alternatives in South Africa report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Baby Food, HW Dairy and Plant-based Dairy, HW Dairy Products and Alternatives by Type.

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

Why buy this report?

Get a detailed picture of the HW Dairy Products and Alternatives 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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January 2024

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Low fat is leading claim for health and wellness dairy products and alternatives as South Africa's obese population continues to rise  
Vegetarian is the best performing claim in health and wellness dairy products and alternatives in 2022

### PROSPECTS AND OPPORTUNITIES

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HEALTH AND WELLNESS IN SOUTH AFRICA

EXECUTIVE SUMMARY

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