

Snacks in South Africa

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Abstracts

2023 has marked another tough year for consumers in South Africa, with double-digit food inflation, rising interest rates, and continuous rolling blackouts (loadshedding). Loadshedding has affected the entire supply chain, as well as consumers, as loadshedding has been implemented almost every day, averaging at stage 4 for the year (at the time of writing this report), which means that consumers experience power cuts for three to four two-hour slots per day. The increased cost of back-up power g...

Euromonitor International's Snacks in South Africa report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

Get a detailed picture of the Snacks 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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Wider distribution increases impulse occasions outside of supermarkets

New value equation sees a rise in premiumisation and value for money offerings

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