

Soup in South Africa

<https://marketpublishers.com/r/SBCEE9B989BEN.html>

Date: November 2020

Pages: 32

Price: US\$ 990.00 (Single User License)

ID: SBCEE9B989BEN

Abstracts

Soup has seen just marginally higher retail volume growth in 2020, with little impact from COVID-19. Retail volume growth has remained dynamic mainly because dehydrated soup remains a pantry essential, especially in lower-income households, and has seen by far the strongest retail volume growth rate. These soups can be used to flavour dishes such as stews and casseroles without the need to buy many different herbs and spices. This was also a popular item to stockpile ahead of the national lockdo...

Euromonitor International's Soup 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 2015-2019, 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 2024 illustrate how the market is set to change.

Product coverage: Chilled Soup, Dehydrated Soup, Frozen Soup, Instant Soup, Shelf Stable Soup.

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

Why buy this report?

Get a detailed picture of the Soup 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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Chilled and shelf stable soup see high value growth as prices rises

Unilever remains dominant but private label rises due to price and innovation

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