

# Sweet Biscuits, Snack Bars and Fruit Snacks in South Africa

<https://marketpublishers.com/r/S1B9306DCDDEN.html>

Date: July 2023

Pages: 29

Price: US\$ 990.00 (Single User License)

ID: S1B9306DCDDEN

## Abstracts

National Brands is set to continue to lead sweet biscuits in retail value terms in 2023, despite strong competition from private label lines and rising unit prices in South Africa. During 2023 unit prices are set to increase by double digits, driven by higher raw materials costs, such as wheat flour, palm oil, and sugar, and further increases in production costs, fuelled by the rolling blackouts that have persisted in this year. Lower-priced products, such as filled biscuits, have continued to b...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit 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:** Fruit Snacks, Snack Bars, Sweet Biscuits.

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

## Why buy this report?

Get a detailed picture of the Sweet Biscuits, Snack Bars and Fruit 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.

## Contents

### SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN SOUTH AFRICA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

National Brands maintains its leading position despite strong competition from private label

Private label drives innovation and premiumisation in sweet biscuits

On-the-go snacking boosts demand for protein/energy bars and filled biscuits

#### PROSPECTS AND OPPORTUNITIES

“Snackification” expected to remain a driving force behind growth of protein/energy bars and sweet biscuits

Products high in sugar, fat, sodium, and artificial sweeteners may have to implement warning labels

Brands expected to focus on core products, discontinuing underperforming SKUs

#### CATEGORY DATA

Table 1 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2018-2023

Table 2 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2018-2023

Table 3 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2018-2023

Table 4 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2023

Table 6 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2023

Table 7 NBO Company Shares of Sweet Biscuits: % Value 2019-2023

Table 8 LBN Brand Shares of Sweet Biscuits: % Value 2020-2023

Table 9 NBO Company Shares of Snack Bars: % Value 2019-2023

Table 10 LBN Brand Shares of Snack Bars: % Value 2020-2023

Table 11 NBO Company Shares of Fruit Snacks: % Value 2019-2023

Table 12 LBN Brand Shares of Fruit Snacks: % Value 2020-2023

Table 13 Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2018-2023

Table 14 Distribution of Sweet Biscuits by Format: % Value 2018-2023

Table 15 Distribution of Snack Bars by Format: % Value 2018-2023

Table 16 Distribution of Fruit Snacks by Format: % Value 2018-2023

Table 17 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category:  
Volume 2023-2028

Table 18 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category:  
Value 2023-2028

Table 19 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category:  
% Volume Growth 2023-2028

Table 20 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category:  
% Value Growth 2023-2028

## SNACKS IN SOUTH AFRICA

### EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for snacks?

### MARKET DATA

Table 21 Sales of Snacks by Category: Volume 2018-2023

Table 22 Sales of Snacks by Category: Value 2018-2023

Table 23 Sales of Snacks by Category: % Volume Growth 2018-2023

Table 24 Sales of Snacks by Category: % Value Growth 2018-2023

Table 25 NBO Company Shares of Snacks: % Value 2019-2023

Table 26 LBN Brand Shares of Snacks: % Value 2020-2023

Table 27 Penetration of Private Label by Category: % Value 2018-2023

Table 28 Distribution of Snacks by Format: % Value 2018-2023

Table 29 Forecast Sales of Snacks by Category: Volume 2023-2028

Table 30 Forecast Sales of Snacks by Category: Value 2023-2028

Table 31 Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 32 Forecast Sales of Snacks by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Sweet Biscuits, Snack Bars and Fruit Snacks in South Africa

Product link: <https://marketpublishers.com/r/S1B9306DCDDEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S1B9306DCDDEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970