



**Euromonitor
International**

Baked Goods in South Africa

December 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Intense competition and constrained market environment lead to another year of decline
Health and wellness trend drives up demand for flat bread and fortified options
Gradual shifts in consumers’ purchasing behaviour influences distribution

PROSPECTS AND OPPORTUNITIES

Affordability expected to remain leading demand driver for bread as volatile global wheat prices persist
Tiger Consumer Brands calls for local partnership to reduce imports and boost local production
Private label set to continue lead innovation within cakes and pastries

CATEGORY DATA

- Table 1 - Sales of Baked Goods by Category: Volume 2019-2024
- Table 2 - Sales of Baked Goods by Category: Value 2019-2024
- Table 3 - Sales of Baked Goods by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Baked Goods by Category: % Value Growth 2019-2024
- Table 5 - Sales of Pastries by Type: % Value 2019-2024
- Table 6 - NBO Company Shares of Baked Goods: % Value 2020-2024
- Table 7 - LBN Brand Shares of Baked Goods: % Value 2021-2024
- Table 8 - Distribution of Baked Goods by Format: % Value 2019-2024
- Table 9 - Forecast Sales of Baked Goods by Category: Volume 2024-2029
- Table 10 - Forecast Sales of Baked Goods by Category: Value 2024-2029
- Table 11 - Forecast Sales of Baked Goods by Category: % Volume Growth 2024-2029
- Table 12 - Forecast Sales of Baked Goods by Category: % Value Growth 2024-2029

Staple Foods in South Africa - Industry Overview

EXECUTIVE SUMMARY

Staple foods in 2024: The big picture
Key trends in 2024
Competitive Landscape
Channel developments
What next for staple foods?

MARKET DATA

- Table 13 - Sales of Staple Foods by Category: Volume 2019-2024
- Table 14 - Sales of Staple Foods by Category: Value 2019-2024
- Table 15 - Sales of Staple Foods by Category: % Volume Growth 2019-2024
- Table 16 - Sales of Staple Foods by Category: % Value Growth 2019-2024
- Table 17 - NBO Company Shares of Staple Foods: % Value 2020-2024
- Table 18 - LBN Brand Shares of Staple Foods: % Value 2021-2024
- Table 19 - Penetration of Private Label by Category: % Value 2019-2024
- Table 20 - Distribution of Staple Foods by Format: % Value 2019-2024
- Table 21 - Forecast Sales of Staple Foods by Category: Volume 2024-2029
- Table 22 - Forecast Sales of Staple Foods by Category: Value 2024-2029
- Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029
- Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

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