



# Chocolate Confectionery in South Africa

July 2024

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## Chocolate Confectionery in South Africa - Category analysis

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#### 2024 DEVELOPMENTS

Brands use promotions to try and maintain their volume sales  
Taking advantage of current trends to launch limited-edition products  
Polarisation, as premium and value for money offerings are favoured

#### PROSPECTS AND OPPORTUNITIES

Rising costs will continue to drive value growth but volume decline  
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