



Chocolate Confectionery in South Africa

July 2024

Table of Contents

KEY DATA FINDINGS

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
Brand strategies set to encourage consumers to spend their limited budgets on chocolate confectionery
Proposed changes to legislation likely to impact players when implemented

CATEGORY DATA

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

Snacks in South Africa - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2024: The big picture
Key trends in 2024
Competitive landscape
Channel developments
What next for snacks?

MARKET DATA

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

DISCLAIMER

SOURCES

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/chocolate-confectionery-in-south-africa/report.