



**Euromonitor  
International**

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

July 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

Product launches and promotions drive growth for filled biscuits despite overall category decline  
Brand extensions launched under flagship brands to leverage the existing consumer base  
Players target women and children with healthier variants

PROSPECTS AND OPPORTUNITIES

Players will have to implement different strategies to drive sales  
“Snackification” expected to be a driving force behind growth of protein/energy bars and filled biscuits  
Warning labels expected for products high in sugar, salt, and fat

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Snacks in South Africa - Industry Overview

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-south-africa/report](https://www.euromonitor.com/sweet-biscuits-snack-bars-and-fruit-snacks-in-south-africa/report).