



HW Snacks in South Africa

November 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Gluten free is leading claim in health and wellness snacks in South Africa
Rising interest in plant-based claim in health and wellness snacks
Cross-category expansion as Weet-Bix looks to leverage high fibre snack trend

PROSPECTS AND OPPORTUNITIES

Growing concerns over lifestyle diseases set to drive demand for snacks accompanied by health claims
Gluten free snacks to remain leading health claim, driven by high-income South Africans
High protein snack bars set to expand reach

CATEGORY DATA

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Health and Wellness in South Africa - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer weight trends
Consumer diet trends
Health-related deaths
Blood pressure and cholesterol levels
Diabetes prevalence

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