



HW Snacks in South Africa

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Private label leads innovation in health and wellness snacks
Gluten free is leading claim in health and wellness snacks in South Africa
Rising interest in plant-based claim in health and wellness snacks

PROSPECTS AND OPPORTUNITIES

Growing concern over lifestyle diseases drive demand for healthier snacks and rigorous food labelling
Despite marginal declines, demand for gluten free snacks likely to be driven by higher-income South Africans
Growing demand for no allergens claim

MARKET DATA

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[Health and Wellness in South Africa - Industry Overview](#)

EXECUTIVE SUMMARY

Overview

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