



Euromonitor  
International

# HW Cooking Ingredients and Meals in South Africa

November 2024

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Vegetarian is leading claim, addressing environmental and animal welfare concerns

Younger generation continues to drive demand for plant-based options

Low sugar and fat key considerations in health and wellness cooking ingredients and meals

#### PROSPECTS AND OPPORTUNITIES

New proposed food labelling offers potential for cooking ingredients and meals with “no” or “low” health and wellness claims

Vegetarian to remain leading claim in health and wellness cooking ingredients and meals over the forecast period

Solid performance for natural honey due to perceptions of higher quality

#### CATEGORY DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 4 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 5 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 6 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 7 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 8 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2023-2028

## 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

### DISCLAIMER

## 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/hw-cooking-ingredients-and-meals-in-south-africa/report](http://www.euromonitor.com/hw-cooking-ingredients-and-meals-in-south-africa/report).