



Euromonitor
International

HW Staple Foods in South Africa

November 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

High fibre is leading health and wellness claim due to greater understanding of the need for fortification in diets

Health and wellness claims for breakfast cereals perform well despite inflationary pressures

Woolworths offers consumers inspiration on how to prepare quick meals using staple foods during blackouts

PROSPECTS AND OPPORTUNITIES

Proposed rigorous food labelling to potentially disrupt breakfast cereals

High fibre to remain popular claim and offers further growth potential as consumers look to fortified staple foods as part of healthier eating plans

Niche of digestive health set to gain momentum

CATEGORY DATA

Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 4 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 5 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 6 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 7 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Staple Foods 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

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