



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in South Africa

September 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Value for money positioning helps filled biscuits drive retail volume and value growth in 2025
National Brands leverages brand heritage, innovation and a wide offer to stay ahead of the field
Supermarkets fit well with local consumers' shopping needs and preferences

PROSPECTS AND OPPORTUNITIES

Opportunities and challenges to shape category evolution
Strong innovation to update players' portfolios in line with key trends
Food labelling changes to impact manufacturers and consumers

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Snacks in South Africa - Industry Overview

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DISCLAIMER

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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.