



HW Snacks in South Africa

January 2026

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2024 DEVELOPMENTS

Protein, cleaner labels and regulation reshape snack innovation

INDUSTRY PERFORMANCE

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Gluten free shifts from lifestyle positioning to incidental health cue
Fibre claims soften as messaging shifts toward moderation

WHAT'S NEXT

Fortification, protein and regulation will reshape snack positioning
Gluten free grows incidentally through healthier snack alternatives
Fibre finds relevance in bars and traditional snack formats

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Health and Wellness in South Africa - Industry Overview

EXECUTIVE SUMMARY

Health pressures accelerate demand for functional and better-for-you products

INDUSTRY PERFORMANCE

Sugar reduction and regulatory pressure reshape portfolios
Functionality, fortification and everyday nutrition gain momentum

WHAT'S NEXT

Functionality, clean labelling and affordability to drive future growth

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