



Euromonitor
International

HW Staple Foods in South Africa

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Incremental health upgrades strengthen the role of everyday staples

INDUSTRY PERFORMANCE

Reformulation, fortification and clearer on-pack communication shape staple food choices
High fibre gains traction through cereals, bread and wholegrain positioning
Vitamins and minerals remain central to staple food health positioning

WHAT'S NEXT

Everyday nutrition and regulatory change will shape future staple food innovation
Fibre remains a durable and trusted health claim in staple foods
Fortification supports long-term relevance of vitamins and minerals

CATEGORY DATA

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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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