

Breakfast Cereals in South Africa

November 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Rising unit prices place pressure on affordability of breakfast cereals
- Greater mobility outside of the home pushes innovation by category players
- Discount strategies and bulk packaging to attempt to drive up volumes

PROSPECTS AND OPPORTUNITIES

- Stagnation likely for breakfast cereals due to elevated prices and alternative options
- Health and wellness to support interest in fortified breakfast cereals
- Government calls for greater transparency over ingredients used in packaged foods

CATEGORY DATA

- Table 1 - Sales of Breakfast Cereals by Category: Volume 2018-2023
- Table 2 - Sales of Breakfast Cereals by Category: Value 2018-2023
- Table 3 - Sales of Breakfast Cereals by Category: % Volume Growth 2018-2023
- Table 4 - Sales of Breakfast Cereals by Category: % Value Growth 2018-2023
- Table 5 - NBO Company Shares of Breakfast Cereals: % Value 2019-2023
- Table 6 - LBN Brand Shares of Breakfast Cereals: % Value 2020-2023
- Table 7 - Distribution of Breakfast Cereals by Format: % Value 2018-2023
- Table 8 - Forecast Sales of Breakfast Cereals by Category: Volume 2023-2028
- Table 9 - Forecast Sales of Breakfast Cereals by Category: Value 2023-2028
- Table 10 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2023-2028
- Table 11 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2023-2028

Staple Foods in South Africa - Industry Overview

EXECUTIVE SUMMARY

- Staple foods in 2023: The big picture
- Key trends in 2023
- Competitive Landscape
- Channel developments
- What next for staple foods?

MARKET DATA

- Table 12 - Sales of Staple Foods by Category: Volume 2018-2023
- Table 13 - Sales of Staple Foods by Category: Value 2018-2023
- Table 14 - Sales of Staple Foods by Category: % Volume Growth 2018-2023
- Table 15 - Sales of Staple Foods by Category: % Value Growth 2018-2023
- Table 16 - NBO Company Shares of Staple Foods: % Value 2019-2023
- Table 17 - LBN Brand Shares of Staple Foods: % Value 2020-2023
- Table 18 - Penetration of Private Label by Category: % Value 2018-2023
- Table 19 - Distribution of Staple Foods by Format: % Value 2018-2023
- Table 20 - Forecast Sales of Staple Foods by Category: Volume 2023-2028
- Table 21 - Forecast Sales of Staple Foods by Category: Value 2023-2028
- Table 22 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028
- Table 23 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

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SOURCES

- Summary 1 - Research Sources

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