

Sweet Biscuits, Snack Bars and Fruit Snacks in South Africa

July 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

National Brands maintains its leading position despite strong competition from private label

Private label drives innovation and premiumisation in sweet biscuits

On-the-go snacking boosts demand for protein/energy bars and filled biscuits

PROSPECTS AND OPPORTUNITIES

“Snackification” expected to remain a driving force behind growth of protein/energy bars and sweet biscuits

Products high in sugar, fat, sodium, and artificial sweeteners may have to implement warning labels

Brands expected to focus on core products, discontinuing underperforming SKUs

CATEGORY DATA

Table 1 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2018-2023

Table 2 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2018-2023

Table 3 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2018-2023

Table 4 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2023

Table 6 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2023

Table 7 - NBO Company Shares of Sweet Biscuits: % Value 2019-2023

Table 8 - LBN Brand Shares of Sweet Biscuits: % Value 2020-2023

Table 9 - NBO Company Shares of Snack Bars: % Value 2019-2023

Table 10 - LBN Brand Shares of Snack Bars: % Value 2020-2023

Table 11 - NBO Company Shares of Fruit Snacks: % Value 2019-2023

Table 12 - LBN Brand Shares of Fruit Snacks: % Value 2020-2023

Table 13 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2018-2023

Table 14 - Distribution of Sweet Biscuits by Format: % Value 2018-2023

Table 15 - Distribution of Snack Bars by Format: % Value 2018-2023

Table 16 - Distribution of Fruit Snacks by Format: % Value 2018-2023

Table 17 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2023-2028

Table 18 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2023-2028

Table 19 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2023-2028

Table 20 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2023-2028

Snacks in South Africa - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 21 - Sales of Snacks by Category: Volume 2018-2023

Table 22 - Sales of Snacks by Category: Value 2018-2023

Table 23 - Sales of Snacks by Category: % Volume Growth 2018-2023

Table 24 - Sales of Snacks by Category: % Value Growth 2018-2023

Table 25 - NBO Company Shares of Snacks: % Value 2019-2023

Table 26 - LBN Brand Shares of Snacks: % Value 2020-2023

Table 27 - Penetration of Private Label by Category: % Value 2018-2023

Table 28 - Distribution of Snacks by Format: % Value 2018-2023

Table 29 - Forecast Sales of Snacks by Category: Volume 2023-2028

Table 30 - Forecast Sales of Snacks by Category: Value 2023-2028

Table 31 - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 32 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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.