

# HW Dairy Products and Alternatives in South Africa

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Yoghurt remains key area for fortification to help alleviate micronutrient deficiencies

Low fat is leading claim for health and wellness dairy products and alternatives as South Africa's obese population continues to rise

Vegetarian is the best performing claim in health and wellness dairy products and alternatives in 2022

#### PROSPECTS AND OPPORTUNITIES

New food labelling regulations expected increase consumer awareness of fat content in dairy products

Low fat offers further development potential, driven by increasing awareness of impact on health amid rising obesity rates

Significant potential for low salt

#### MARKET DATA

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## Health and Wellness in South Africa - Industry Overview

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Overview

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