

Chocolate Confectionery in South Africa

July 2023

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Chocolate Confectionery in South Africa - Category analysis

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2023 DEVELOPMENTS

In addition to double-digit unit price increases, flavour innovation and digital campaigns drive value sales

Wider distribution increases impulse occasions outside of supermarkets

New value equation sees a rise in premiumisation and value for money offerings

PROSPECTS AND OPPORTUNITIES

“Shrinkflation” could help maintain affordable price points for chocolate confectionery as raw materials prices continue to rise

Value-added indulgences expected to perform better over the forecast period

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