



Euromonitor
International

Health and Wellness in South Africa

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Health and Wellness in South Africa

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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HW Hot Drinks in South Africa

KEY DATA FINDINGS

2024 DEVELOPMENTS

Natural positioning strengthens as functional innovation accelerates

INDUSTRY PERFORMANCE

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Natural claims benefit from clean-label preferences
Caffeine-free positioning reinforced by rooibos innovation

WHAT'S NEXT

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HW Soft Drinks in South Africa

KEY DATA FINDINGS

2024 DEVELOPMENTS

Functional beverages gain ground as sugar reduction reshapes portfolios

INDUSTRY PERFORMANCE

Clean-label preferences and functional demand reshape consumption
No sugar positioning shaped by taxation and reformulation
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WHAT'S NEXT

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[HW Snacks in South Africa](#)

KEY DATA FINDINGS

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- Protein, cleaner labels and regulation reshape snack innovation

INDUSTRY PERFORMANCE

- Protein enrichment and cleaner labels gain traction across snacks
- Gluten free shifts from lifestyle positioning to incidental health cue
- Fibre claims soften as messaging shifts toward moderation

WHAT'S NEXT

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[HW Dairy Products and Alternatives in South Africa](#)

KEY DATA FINDINGS

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- Fortification, digestion and functionality shape dairy health positioning

INDUSTRY PERFORMANCE

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Vitamins strengthen dairy's role in everyday nutrition

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[HW Cooking Ingredients and Meals in South Africa](#)

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INDUSTRY PERFORMANCE

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HW Staple Foods in South Africa

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

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