

# Savoury Snacks in South Africa

July 2023

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## Savoury Snacks in South Africa - Category analysis

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#### 2023 DEVELOPMENTS

Strong price increases see leading brands lose share  
Private label drives innovation and premiumisation in savoury snacks  
Busy lifestyles boost on-the-go snacking as lines between consumption occasions blur

#### PROSPECTS AND OPPORTUNITIES

“Snackification” expected to boost sales of healthier savoury snacks  
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