



Euromonitor
International

HW Dairy Products and Alternatives in South Africa

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Fortification, digestion and functionality shape dairy health positioning

INDUSTRY PERFORMANCE

Fortification and digestive health drive incremental innovation in dairy
Low fat remains stable amid rising indulgence in yoghurt
Vitamins strengthen dairy’s role in everyday nutrition

WHAT’S NEXT

Regulation, plant-based growth and digestive health shape future dairy development
Low fat retains relevance but shows limited growth potential
Vitamins remain a cornerstone of dairy health positioning

CATEGORY DATA

- Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024
- Table 4 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V
- Table 5 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-20
- Table 6 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2
- Table 7 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024
- Table 8 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2024-2029

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Health and Wellness in South Africa - Industry Overview

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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