

Sugar Confectionery in South Africa

July 2023

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Sugar Confectionery in South Africa - Category analysis

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2023 DEVELOPMENTS

Double-digit unit price increases drive down volume demand for sugar confectionery
Tiger Consumer Brands remains the leader, but Premier Foods intensifies the competitive landscape
Private label drives innovation and premiumisation, while still offering value for money

PROSPECTS AND OPPORTUNITIES

Changes in pack size expected, to hold onto cash-strapped consumers
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