



Savoury Snacks in South Africa

July 2024

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Savoury Snacks in South Africa - Category analysis

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2024 DEVELOPMENTS

Healthier snacks such as nuts, seeds and trail mixes maintain volume growth

Flavour innovations to maintain consumers' interest

Simba struggles with the competition from smaller players and private label

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Retail volume growth set to continue, but some categories will see challenges

Diversification and improving distribution essential to meet varying consumer demands

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