

# Chocolate Confectionery in South Africa

July 2023

Table of Contents

## Chocolate Confectionery in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

In addition to double-digit unit price increases, flavour innovation and digital campaigns drive value sales

Wider distribution increases impulse occasions outside of supermarkets

New value equation sees a rise in premiumisation and value for money offerings

#### PROSPECTS AND OPPORTUNITIES

“Shrinkflation” could help maintain affordable price points for chocolate confectionery as raw materials prices continue to rise

Value-added indulgences expected to perform better over the forecast period

Warning labels on the cards for products high in sugar, fat, sodium, or artificial sweeteners

#### CATEGORY DATA

Table 1 - Sales of Chocolate Confectionery by Category: Volume 2018-2023

Table 2 - Sales of Chocolate Confectionery by Category: Value 2018-2023

Table 3 - Sales of Chocolate Confectionery by Category: % Volume Growth 2018-2023

Table 4 - Sales of Chocolate Confectionery by Category: % Value Growth 2018-2023

Table 5 - Sales of Chocolate Tablets by Type: % Value 2018-2023

Table 6 - NBO Company Shares of Chocolate Confectionery: % Value 2019-2023

Table 7 - LBN Brand Shares of Chocolate Confectionery: % Value 2020-2023

Table 8 - Distribution of Chocolate Confectionery by Format: % Value 2018-2023

Table 9 - Forecast Sales of Chocolate Confectionery by Category: Volume 2023-2028

Table 10 - Forecast Sales of Chocolate Confectionery by Category: Value 2023-2028

Table 11 - Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2023-2028

## Snacks in South Africa - Industry Overview

### EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for snacks?

#### MARKET DATA

Table 13 - Sales of Snacks by Category: Volume 2018-2023

Table 14 - Sales of Snacks by Category: Value 2018-2023

Table 15 - Sales of Snacks by Category: % Volume Growth 2018-2023

Table 16 - Sales of Snacks by Category: % Value Growth 2018-2023

Table 17 - NBO Company Shares of Snacks: % Value 2019-2023

Table 18 - LBN Brand Shares of Snacks: % Value 2020-2023

Table 19 - Penetration of Private Label by Category: % Value 2018-2023

Table 20 - Distribution of Snacks by Format: % Value 2018-2023

Table 21 - Forecast Sales of Snacks by Category: Volume 2023-2028

Table 22 - Forecast Sales of Snacks by Category: Value 2023-2028

Table 23 - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028

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