

# HW Cooking Ingredients and Meals in South Africa

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Younger generation is driving demand for plant-based options

Vegetarian is leading claim offering affordability whilst addressing environmental and animal welfare concerns

Low salt a key consideration in health and wellness cooking ingredients and meals

#### PROSPECTS AND OPPORTUNITIES

Sweet spreads and ready meals expected to be most affected by new proposed food labelling

Vegetarian to remain strong claim in health and wellness cooking ingredients and meals over the forecast period

Lactose free expected to grow over the forecast period

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## Health and Wellness in South Africa - Industry Overview

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Overview

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