

# HW Staple Foods in South Africa

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Health takes a backseat in consumers' priorities as inflationary pressures rise in 2022

High fibre is leading health and wellness claim due to greater understanding of the need for fortification, especially in terms of children's diets

Probiotic staple foods chosen as they benefit one's immune system

#### PROSPECTS AND OPPORTUNITIES

Proposed rigorous food labelling expected to shake up breakfast cereals

High fibre to remain popular claim and offers further growth potential as consumers look to fortified staple foods as part of healthier eating plans

Digestive health expected to rise in significance

#### MARKET DATA

Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2022

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[Health and Wellness in South Africa - Industry Overview](#)

### EXECUTIVE SUMMARY

Overview

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