

# Confectionery Sector in South Africa Market 2017 – By Analyzing the Performance of Various Competitors 2021

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## SUMMARY

WiseGuyReports published new report, titled “Confectionery Sector in South Africa”

South Africa accounted for a volume share of 31.47% in the Middle East & African Confectionery sector. The South African Confectionery sector is led by the Chocolate market in value terms while Sugar Confectionery leads in volume terms. Sugar Confectionery is expected to register the fastest growth in value terms during 2016-2021. Hypermarkets & Supermarkets account for a leading share in the distribution of confectionery products in the country. Flexible Packaging is the most commonly used package material, while the use of Rigid Metal is expected to register the fastest growth during 2016-2021. Mondelez International, Inc and Tiger Brands Limited are the leading market players in the sector.

Country Profile report on the Confectionery sector in South Africa provides insights on high growth markets to target, trends in the usage of package materials, category level distribution channel data and market share of brands.

What else is contained?

- Market data: Overall market value and volume data with growth analysis for 2011-2021.
- Category coverage: Value and growth analysis for Chocolate, Gum, and Sugar Confectionery with inputs on individual category share within each market and the change in their market share forecast for 2016-2021
- Leading players: Market share of brands and private labels, including private label growth analysis from 2011-2016
- Distribution data: Percentage of sales within each market through distribution channels such as



Cash & Carries and warehouse Clubs, Hypermarkets & Supermarkets, Convenience Stores, Food & Drinks Specialists, eRetailers and others

- Packaging data: consumption breakdown for package materials and pack types in each market, in terms of percentage share of number of units sold. Package material data for Glass, Flexible Packaging, Paper & Board, Rigid Plastics, and others; Pack data for: Carton, Film, Bag/Sachet, Tub, Wrapper, Bottle, and Tube.

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## Scope

- Of the three market analyzed, Chocolate is the largest, registering a CAGR of 4.2% during 2011-2016
- The per capita consumption of Confectionery is higher in South Africa compared to the regional level
- Hypermarkets & Supermarkets is the leading channel, accounted for more than half of the overall sales in the distribution of Confectionery products in South Africa
- Prize Off is the only closure type used in Sugar Confectionery and Chocolate markets
- Kids & Babies and Older Young Adults together accounted for more than half share of consumption

## Key points to buy

- Identify high potential categories and explore further market opportunities based on detailed value and volume analysis
- Existing and new players can analyze key distribution channels to identify and evaluate trends and opportunities
- Gain an understanding of the total competitive landscape based on detailed brand share analysis to plan effective market positioning
- Manufacturers can identify the opportunities to position products with H&W attributes/benefits
- Access the key and most influential consumer trends driving Confectionery products consumption, and how they influence consumer behavior in the market which will help determine the best audiences to target
- Our team of analysts have placed a significant emphasis on changes expected in the market that will provide a clear picture of the opportunities that can be tapped over the next five years, resulting in revenue expansion
- The packaging analysis report helps manufacturers, in identifying the most commonly used packaging materials in the sector
- Analysis on key macro-economic indicators such as GDP per capita, population (overall and breakdown by age), and consumer price index. It also covers a comparative analysis of political, economic, socio-demographic, and technological indicators (PEST) across 50 countries.

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