



# Baked Goods in South Africa

March 2026

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## Baked Goods in South Africa - Category analysis

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Players invest in promotional strategies to sustain demand

#### INDUSTRY PERFORMANCE

Price pressures constrain volume sales

Frozen baked goods leads growth

#### WHAT'S NEXT?

Premium offerings will drive growth

Baked goods industry responds to functional food trends

South Africa considers stricter food labelling rules

#### COMPETITIVE LANDSCAPE

Simba maintains leadership through bread and dessert mixes

RCL and Tiger register robust growth

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E-commerce continues to gain ground

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### EXECUTIVE SUMMARY

Home cooking, price sensitivity and digital channels drive staple foods sales

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Staple food sales strengthen as home cooking dominates consumer habits

Rice, pasta and noodles benefit from shift towards affordable meal solutions

Price sensitivity shapes consumer choices

#### WHAT'S NEXT?

Steady growth expected as home cooking remains central

Retailers to seek alternative strategies as heavy promotions become unsustainable

E-commerce set for strong expansion

## COMPETITIVE LANDSCAPE

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