



Breakfast Cereals in South Africa

March 2026

Table of Contents

Breakfast Cereals in South Africa - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Price pressures shape demand

INDUSTRY PERFORMANCE

Sluggish demand amid rising costs

Muesli and granola leads growth

WHAT'S NEXT?

Volume sales will remain under pressure

Health and wellness will drive innovation

Changes to food labelling regulations await implementation

COMPETITIVE LANDSCAPE

Simba and Tiger face intensified competition

Vital Health Foods benefits from rising interest in healthier options

CHANNELS

Supermarkets leads distribution

E-commerce makes further gains

CATEGORY DATA

Table 1 - Sales of Breakfast Cereals by Category: Volume 2020-2025

Table 2 - Sales of Breakfast Cereals by Category: Value 2020-2025

Table 3 - Sales of Breakfast Cereals by Category: % Volume Growth 2020-2025

Table 4 - Sales of Breakfast Cereals by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Breakfast Cereals: % Value 2021-2025

Table 6 - LBN Brand Shares of Breakfast Cereals: % Value 2022-2025

Table 7 - Distribution of Breakfast Cereals by Format: % Value 2020-2025

Table 8 - Forecast Sales of Breakfast Cereals by Category: Volume 2025-2030

Table 9 - Forecast Sales of Breakfast Cereals by Category: Value 2025-2030

Table 10 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2025-2030

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[Staple Foods in South Africa - Industry Overview](#)

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

Tiger Brands maintains leadership through broad portfolio and operational streamlining
Private label captures consumer attention

CHANNELS

Supermarkets remains primary channel
Small local grocers benefit from widespread presence
E-commerce is fastest-growing channel

MARKET DATA

Table 12 - Sales of Staple Foods by Category: Volume 2020-2025
Table 13 - Sales of Staple Foods by Category: Value 2020-2025
Table 14 - Sales of Staple Foods by Category: % Volume Growth 2020-2025
Table 15 - Sales of Staple Foods by Category: % Value Growth 2020-2025
Table 16 - NBO Company Shares of Staple Foods: % Value 2021-2025
Table 17 - LBN Brand Shares of Staple Foods: % Value 2022-2025
Table 18 - Penetration of Private Label by Category: % Value 2020-2025
Table 19 - Distribution of Staple Foods by Format: % Value 2020-2025
Table 20 - Forecast Sales of Staple Foods by Category: Volume 2025-2030
Table 21 - Forecast Sales of Staple Foods by Category: Value 2025-2030
Table 22 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030
Table 23 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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