



Health and Wellness in South Africa

January 2026

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Health and Wellness in South Africa

EXECUTIVE SUMMARY

Health pressures accelerate demand for functional and better-for-you products

INDUSTRY PERFORMANCE

Sugar reduction and regulatory pressure reshape portfolios
Functionality, fortification and everyday nutrition gain momentum

WHAT'S NEXT

Functionality, clean labelling and affordability to drive future growth

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HW Hot Drinks in South Africa

KEY DATA FINDINGS

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Natural positioning strengthens as functional innovation accelerates

INDUSTRY PERFORMANCE

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INDUSTRY PERFORMANCE

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HW Staple Foods in South Africa

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