



Euromonitor
International

Sugar and Sweeteners in South Africa

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Sugar and Sweeteners in South Africa - Category analysis

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2025 DEVELOPMENTS

Sugar remains a core household staple

INDUSTRY PERFORMANCE

Growth restrained by heightened health awareness

Sugar industry under acute strain

WHAT'S NEXT?

Category increasingly constrained by structural, regulatory and behavioural headwinds

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[Fresh Food in South Africa - Industry Overview](#)

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Growth increasingly constrained by acute supply-side pressures

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INDUSTRY PERFORMANCE

Affordability and heightened health awareness influence consumers' choices

Increasingly polarised market

WHAT'S NEXT?

Modest growth, with several challenges remaining prevalent

Home cooking will continue to underpin demand for fresh food

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