



Euromonitor
International

Sweet Spreads in South Africa

November 2025

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Sweet Spreads in South Africa - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordable private label products appeal

INDUSTRY PERFORMANCE

School lunch occasions and nutritious choices drive moderate growth in sweet spreads

The health agenda spurs dynamism in nut and seed-based spreads

WHAT NEXT?

Modest outlook for sweet spreads as consumption occasions expand

Smoothie culture offers growth prospects for sweet spreads containing healthy fats and natural sugars

New food labelling is a possibility in the upcoming period

COMPETITIVE LANDSCAPE

Tiger Consumer Brands Ltd leads the sweet spreads category

Private label extends its lead in sweet spreads

CHANNELS

Supermarket channel dominates in sweet spreads

Growing trust in retail e-commerce amid expansion of on-demand delivery platforms

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Cooking Ingredients and Meals in South Africa - Industry Overview

EXECUTIVE SUMMARY

Rise in home cooking boosts demand

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Health and convenience trends provide growth stimulus

Price hikes and evolving cooking habits impact edible oils

High cost of living weighs on purchasing decisions driving value choices

WHAT'S NEXT?

Prevalence of home cooking will nurture category performance

Brands to seek new ways to create value as price competition becomes unsustainable

Strong growth potential ahead for retail e-commerce

COMPETITIVE LANDSCAPE

Tiger Consumer Brands Ltd holds a slim lead in fragmented landscape

Unilever South Africa (Pty) Ltd is a well-established player with familiar brands

CHANNELS

Supermarkets take a decisive lead

Small local grocers still play a crucial role

On-demand delivery services support development of retail e-commerce

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