



HW Snacks in South Africa

January 2026

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HW Snacks in South Africa - Category analysis

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Protein, cleaner labels and regulation reshape snack innovation

INDUSTRY PERFORMANCE

Protein enrichment and cleaner labels gain traction across snacks

Gluten free shifts from lifestyle positioning to incidental health cue

Fibre claims soften as messaging shifts toward moderation

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Fortification, protein and regulation will reshape snack positioning

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Fibre finds relevance in bars and traditional snack formats

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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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