



# HW Dairy Products and Alternatives in South Africa

January 2026

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Fortification, digestion and functionality shape dairy health positioning

### INDUSTRY PERFORMANCE

Fortification and digestive health drive incremental innovation in dairy

Low fat remains stable amid rising indulgence in yoghurt

Vitamins strengthen dairy's role in everyday nutrition

### WHAT'S NEXT

Regulation, plant-based growth and digestive health shape future dairy development

Low fat retains relevance but shows limited growth potential

Vitamins remain a cornerstone of dairy health positioning

### CATEGORY DATA

Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024

Table 4 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 5 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-20

Table 6 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2

Table 7 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024

Table 8 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2024-2029

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[Health and Wellness in South Africa - Industry Overview](#)

### 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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