



# HW Cooking Ingredients and Meals in South Africa

January 2026

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Private label and everyday health cues shape value-driven wellness choices

### INDUSTRY PERFORMANCE

Value-driven health and wellness claims gain traction through private label

Vegetarian positioning expands through sauces and ready meals

Vegan claims benefit from packaging updates rather than reformulation

### WHAT'S NEXT

Regulatory change and affordability will shape innovation priorities

Vegetarian claims to grow steadily alongside category development

Vegan positioning to evolve towards cleaner-label expectations

### CATEGORY DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 4 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 5 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 6 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 7 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 8 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Cooking Ingredients and Meals 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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