



# HW Staple Foods in South Africa

January 2026

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## HW Staple Foods in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Incremental health upgrades strengthen the role of everyday staples

#### INDUSTRY PERFORMANCE

Reformulation, fortification and clearer on-pack communication shape staple food choices

High fibre gains traction through cereals, bread and wholegrain positioning

Vitamins and minerals remain central to staple food health positioning

#### WHAT'S NEXT

Everyday nutrition and regulatory change will shape future staple food innovation

Fibre remains a durable and trusted health claim in staple foods

Fortification supports long-term relevance of vitamins and minerals

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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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