



SOUTH AFRICAN FUNCTIONAL FOODS INDUSTRY INSIGHTS BROCHURE

PUBLISHED: JULY 2025

COMPANY OVERVIEW



Insight Survey is a boutique South African market research agency with over 15 years of experience, specialising in Business-to-Business (B2B) and Industry research to ensure smarter, more-profitable business decisions are made with reduced investment risk.

We offer **B2B market research solutions** to help you to successfully improve or expand your business, enter new markets, launch new products or better understand your internal and external environment.

We believe in the advantage market research gives business leaders to fully understand their industry, facilitate business strategy, improve company performance, and drive company growth.

INDUSTRY & COMPETITOR INTELLIGENCE

Our bespoke Industry and Market Intelligence can help give the edge in a global marketplace, empowering your business to overcome industry challenges quickly and effectively, and enabling you to realise your potential and achieve your vision. From strategic overviews of your business's competitive environment through to specific competitor profiles, our customised Intelligence is designed to meet your unique needs.



QUESTIONS WE HELP ANSWER

- What is the current and future market size?
- What are the latest global and local trends impacting on the market?
- Who are your key competitors and what is their offering in terms of products, services, pricing and branding?



OUR RESEARCH SOLUTIONS



Competitor pricing research



Store visits and store checks



Competitor interviews



Customer interviews



Company website analysis



Governmental held records

OUR FOOD AND BEVERAGE EXPERIENCE

We are a proudly South African company that have provided market research solutions and Intelligence reports to local and global brands. We have worked with some of the greatest companies and brands in their industries.



REPORT OVERVIEW

The **South African Functional Foods Market Insights Report (56 pages)** provides a dynamic synthesis of industry research, examining the local and global **Functional Foods industry** from a uniquely holistic perspective, with detailed insights into the entire value chain – market size, industry trends, innovation and technology, and industry drivers and challenges.

SOME KEY QUESTIONS THE REPORT WILL HELP YOU TO ANSWER:

For the Global Functional Foods Industry Section:

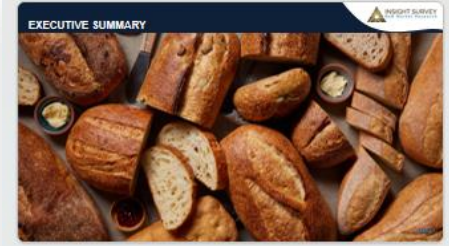
- What are the current market dynamics (production, consumption, imports and exports trade) of the Global Functional Foods industry?
- Which are the key markets within the Global Functional Foods industry?
- What are the latest Global Functional Foods industry trends, innovation and technology, drivers, and challenges?

For the South African Functional Foods Industry Section:

- What are the South African Functional Foods market size value and volume trends (2019-2024) and forecasts (2025-2028), as well as channel distribution?
- What are the latest South African Functional Foods industry trends, innovation and technology, drivers, and challenges?

56-page report filled with detailed charts, graphs, and insights

EXECUTIVE SUMMARY



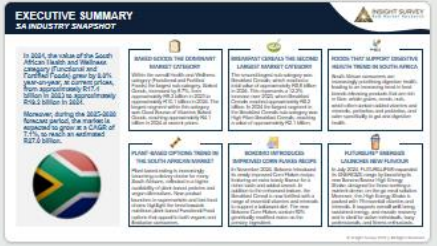
1

EXECUTIVE SUMMARY
GLOBAL INDUSTRY SNAPSHOT



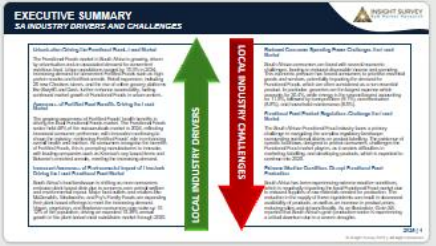
2

EXECUTIVE SUMMARY
SA INDUSTRY SNAPSHOT



3

EXECUTIVE SUMMARY
GLOBAL INDUSTRY DRIVERS AND CHALLENGES



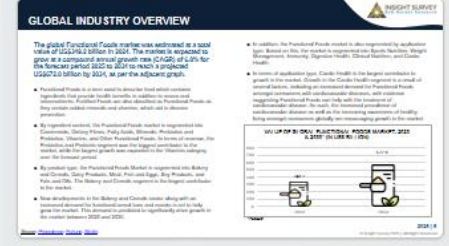
4

1. GLOBAL FUNCTIONAL FOOD & INDUSTRY



5

GLOBAL INDUSTRY OVERVIEW



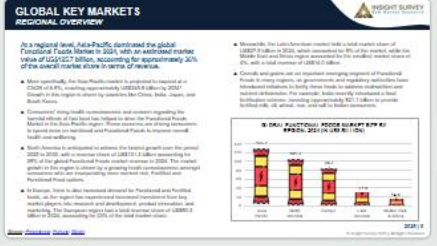
6

GLOBAL MARKET ENVIRONMENT



7

GLOBAL KEY MARKETS
REGIONAL OVERVIEW



8

GLOBAL INDUSTRY TRENDS



9

GLOBAL INDUSTRY TRENDS



10

GLOBAL INDUSTRY TRENDS



11

GLOBAL INDUSTRY TRENDS



12

GLOBAL INDUSTRY INNOVATION AND TECHNOLOGY



13

GLOBAL INDUSTRY INNOVATION AND TECHNOLOGY



14

GLOBAL INDUSTRY INNOVATION AND TECHNOLOGY



15

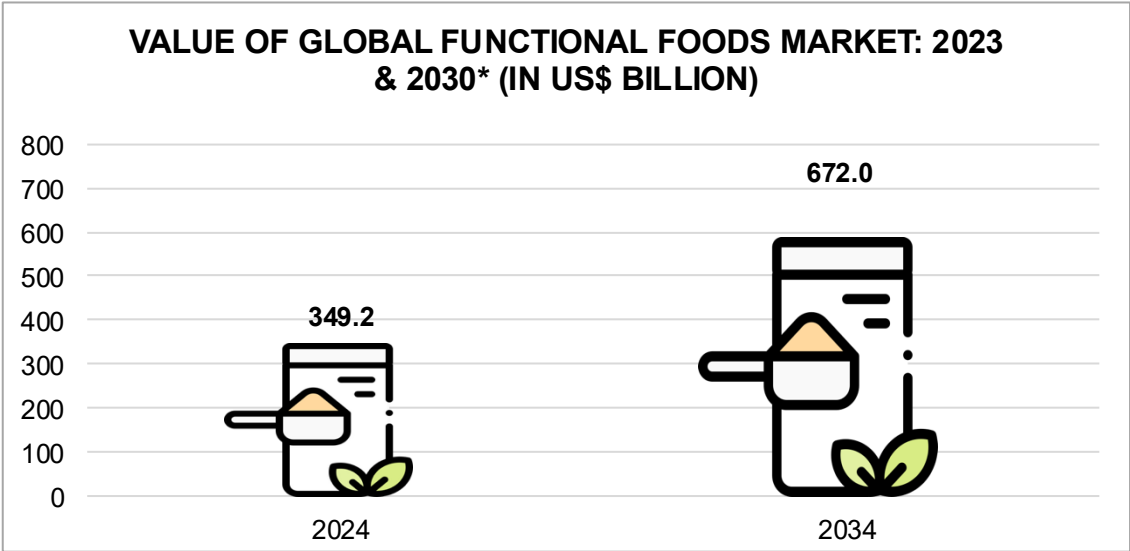
SAMPLE FROM REPORT

GLOBAL INDUSTRY OVERVIEW

The global Functional Foods market was estimated at a total value of US\$349.2 billion in 2024. The market is expected to grow at a compound annual growth rate (CAGR) of 6.8% for the forecast period 2025 to 2034 to reach a projected US\$672.0 billion by 2034, as per the adjacent graph.

- Functional Foods is a term used to describe food which contains ingredients that provide health benefits in addition to macro-and micronutrients. Fortified Foods are also classified as Functional Foods as they contain added minerals and vitamins, which aid in disease prevention.
- By ingredient content, the Functional Foods market is segmented into Carotenoids, Dietary Fibres, Fatty Acids, Minerals, Prebiotics and Probiotics, Vitamins, and Other Functional Foods. In terms of revenue, the Prebiotics and Probiotic segment was the biggest contributor to the market, while the largest growth was expected in the Vitamins category over the forecast period.
- By product type, the Functional Foods Market is segmented into Bakery and Cereals, Dairy Products, Meat, Fish and Eggs, Soy Products, and Fats and Oils. The Bakery and Cereals segment is the largest contributor to the market.
- New developments in the Bakery and Cereals sector along with an increased demand for functional cereal bars and snacks is set to help grow the market. This demand is predicted to significantly drive growth in the market between 2025 and 2030.

- In addition, the Functional Foods market is also segmented by application type. Based on this, the market is segmented into Sports Nutrition, Weight Management, Immunity, Digestive Health, Clinical Nutrition, and Cardio Health.
- In terms of application type, Cardio Health is the largest contributor to growth in the market. Growth in the Cardio Health segment is a result of several factors, including an increased demand for Functional Foods amongst consumers with cardiovascular diseases, with evidence suggesting Functional Foods can help with the treatment of cardiovascular disease. As such, the increased prevalence of cardiovascular disease as well as the increasing awareness of healthy living amongst consumers globally are encouraging growth in the market.



* Forecast

Fortified Breakfast Cereals Trend in the South African Market

- As South African consumers become more focused on nutrient-rich, Functional Foods, fortified cereals are gaining popularity within the Breakfast Cereals market. With growing concerns about health, energy levels, and affordability relating to breakfast meals, brands are responding by launching functional cereal products enriched with fibre, vitamins, and minerals.
- More specifically, this trend is evident across multiple brands locally, particularly in the breakfast and snack categories, where fortified and functional products are positioned as convenient and healthy choices.
- One example is Kellogg's All-Bran, a high-fibre, vitamin-enriched cereal that remains a staple for digestive health. A recent Kellogg's South Africa marketing campaign highlights how consumers can incorporate All-Bran into smoothies, yogurt bowls, and baked goods to enhance their daily fibre intake, which also offer diverse options for breakfast meals.
- In addition, Kellogg's has also expanded its portfolio with its new Corn Flakes Cinnamon Honey flavour, fortified with various vitamins and iron to help boost energy levels at the start of the day. Similarly, Jungle also introduced a new Corn Flakes product, which is high in fibre and B vitamins, highlighted to support various functions such as digestive health and cognitive function.
- In the children's cereal segment, FUTURELIFE recently launched Riley the Rhino Rice Pops, a fortified breakfast cereal enriched with zinc, copper, and selenium to support immune system function.

- Finally, Bokomo has reformulated its Corn Flakes cereal to improve both the taste and its nutrition. The updated recipe includes added vitamins A and B, as well as iron, zinc, and sodium selenite, reinforcing its status as a functional breakfast option.
- As South African consumers increasingly prioritise functional nutrition, the demand for fortified cereals continues to grow. This shift highlights how fortified foods are becoming a staple in South African diets, offering both convenience and essential health benefits as meals and snacks.



FUTURELIFE® ENERGIZE Launches New Banana Flavour

- In July 2024, FUTURELIFE® expanded its ENERGIZE range with the launch of its new Banana flavour High Energy Shake, designed for those seeking a nutrient-dense, on-the-go meal solution.
- Moreover, this High Energy Shake is packed with 19 essential vitamins and minerals. It supports overall well-being, sustained energy, and muscle recovery and is ideal for active individuals, busy professionals, and fitness enthusiasts.
- The FUTURELIFE® ENERGIZE High Energy Shake features an innovative dual pouch technology, keeping the purified water (200ml) and nutrient-rich food powder (60g) separate until mixed. A simple squeeze, pop, and shake creates a smooth, delicious shake that delivers a balanced blend of protein, dietary fibre, 19 amino acids, and Omega-3.



Blue Ribbon Launches its New Duo High Fibre White Bread, Fortified with Vitamins

- In June 2024, Blue Ribbon introduced its Duo High Fibre White Bread, a perfectly balanced loaf that combines the great taste of white bread with the nutritional benefits of brown.
- More specifically, Blue Ribbon Duo is fortified with essential nutrients to support a healthier diet for the whole family, such as vitamin A, vitamin B, and iron and zinc. This innovative bread is a high-fibre option and a great source of vitamin D, helping to support bone health and overall well-being.
- Blue Ribbon Duo High Fibre provides a balanced combination of taste and nutrition, making it a great addition to any meal.



TABLE OF CONTENTS

EXECUTIVE SUMMARY (3 Pages)

Global Industry Snapshot

South African Industry Snapshot

South African Industry Drivers and Challenges

1. GLOBAL FUNCTIONAL FOODS INDUSTRY (17 Pages)

- 1.1 Global Industry Overview: **VALUE OF GLOBAL FUNCTIONAL FOODS MARKET: 2024 & 2030* (IN US\$ BILLION) (Graph)**
- 1.2 Global Market Environment
- 1.3 Global Key Markets: Regional Overview: **GLOBAL FUNCTIONAL FOODS MARKET SIZE by region: 2024 (IN US\$ billion) (Graph)**
- 1.4 Global Industry Trends
- 1.5 Global Industry Innovation and Technology
- 1.6 Global Industry Drivers
- 1.7 Global Industry Challenges

TABLE OF CONTENTS

2. SOUTH AFRICAN FUNCTIONAL FOODS INDUSTRY (27 Pages)

- 2.1 South African Industry Overview
- 2.2 South African Industry Market Size: South African Functional Food Market Definitions
- 2.3 South African Industry Market Size: South African Functional Food Distribution Channels Definitions
- 2.4 South African Industry Market Size: High Fibre Savoury Biscuits (2019-2028*): **VALUE OF SA HIGH FIBRE SAVOURY BISCUITS MARKET: 2019-2024 (IN ZAR MILLION); VALUE OF SA HIGH FIBRE SAVOURY BISCUITS MARKET: 2024 & 2028* (IN ZAR MILLION) (Graphs)**
- 2.5 South African Industry Market Growth And Volumes: High Fibre Savoury Biscuits (2019-2028*): **SA HIGH FIBRE SAVOURY BISCUITS MARKET CAGR AND TOTAL GROWTH (IN PERCENTAGE); RETAIL VOLUME OF SA BREAKFAST CEREALS MARKET BY SEGMENT (2019-2028*) (Table)**
- 2.6 South African Industry Market Size: Functional/Fortified Baked Goods (2019-2028*): **VALUE OF SA BAKED GOODS MARKET: 2019-2024 (IN ZAR MILLION); VALUE OF SA BAKED GOODS MARKET: 2024 & 2028* (IN ZAR BILLION) (Graphs)**
- 2.7 South African Industry Market Growth And Volumes: Functional/Fortified Baked Goods (2019-2028*): **SA BAKED GOODS MARKET CAGR AND TOTAL GROWTH (IN PERCENTAGE); RETAIL VOLUME OF SA BREAKFAST CEREALS MARKET BY SEGMENT (2019-2028*) (Table)**
- 2.8 South African Industry Market Size: Functional/Fortified Breakfast Cereals (2019-2028*): **VALUE OF SA BREAKFAST CEREALS MARKET: 2019-2024 (IN ZAR MILLION); VALUE OF SA BREAKFAST CEREALS MARKET: 2024 & 2028* (IN ZAR MILLION) (Table)**

TABLE OF CONTENTS

2. SOUTH AFRICAN FUNCTIONAL FOODS INDUSTRY (CONT.) (27 Pages)

- 2.9 South African Industry Market Growth: Functional/Fortified Breakfast Cereals (2019-2023): **SA BREAKFAST CEREALS MARKET CAGR AND TOTAL GROWTH (IN PERCENTAGE) (Table)**
- 2.10 South African Industry Market Volumes: Functional/Fortified Breakfast Cereals (2019-2028*): **RETAIL VOLUME OF SA BREAKFAST CEREALS MARKET BY SEGMENT (2019-2028*) (Table)**
- 2.11 South African Industry Market Size: Functional/Fortified Pasta, Rice and Noodles (2019-2024): **VALUE OF SA PASTA, RICE AND NOODLES MARKET: 2019-2024 (IN ZAR MILLION); VALUE OF SA PASTA, RICE AND NOODLES MARKET: 2024 & 2028* (IN ZAR MILLION) (Graphs)**
- 2.12 South African Industry Market Growth And Volumes: Functional/Fortified Pasta, Rice and Noodles (2019-2028*): **SA RICE, PASTA AND NOODLES MARKET CAGR AND TOTAL GROWTH (IN PERCENTAGE); RETAIL VOLUME OF SA RICE, PASTA AND NOODLES MARKET BY SEGMENT (2019-2028*) (Table)**
- 2.13 South African Industry Trends
- 2.14 South African Industry Innovation and Technology
- 2.15 South African Industry Drivers
- 2.16 South African Industry Challenges

ORDER FORM

ORDERING INSTRUCTIONS

(1.) **Complete the order form and** email back to info@insightsurvey.co.za (2.) An invoice will be generated and e-mailed (3.) The report will be emailed upon receipt of payment. (4.) All prices exclude 15% VAT.

COMPANY DETAILS

Company Name:			
Physical Address:			
Town/City:		Postal Code:	
Country:			
Purchaser Name: (name to appear on invoice)			
Purchaser Email Address:			
Telephone Number:		VAT Number:	

CONFIRMATION: I/we wish to order this publication (please tick the applicable box)

Title of Publication	Total Excl. VAT	Tick Box
South African Functional Foods Industry: Global Industry Insights Report 2025	R20,000.00	
South African Functional Foods Industry: South African Industry Insights Report 2025	R25,000.00	

ACKNOWLEDGEMENT

I am authorised to order this publication on behalf of the company and agree to the payment terms.

Client (Print Name)

Signature

Capacity

Date

CONTACT DETAILS



CAPE TOWN

+27 (0)21 045 0202

Unit 154 B&C, Block E
19 Edison Way, Millennium Business Park
Century City
7441

info@insightsurvey.co.za

www.insightsurvey.co.za

JOHANNESBURG

+27 (0)10 140 5756

1 Wedgewood Link
Bryanston
Johannesburg
2191