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SOUTH AFRICAN

FUNCTIONAL FOOD

INDUSTRY INSIGHTS SAMPLE REPORT

Published: JULY 2025

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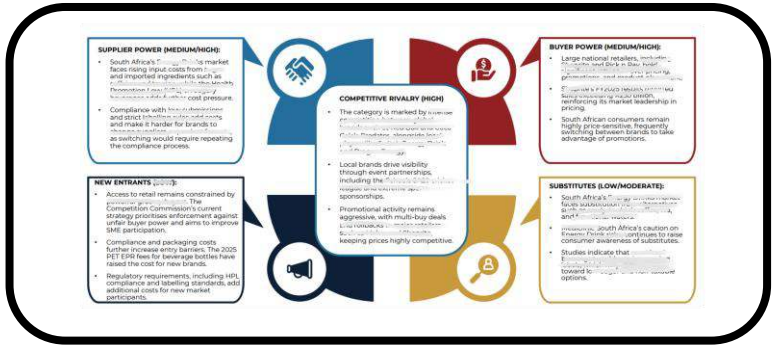
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The **South African Industry Insights Report** provides a comprehensive overview of the local market, examining the competitive landscape and key industry developments. It explores emerging trends, product innovation, technological advancements and the economic, social and regulatory factors shaping the market, highlighting key opportunities and challenges influencing future industry growth.

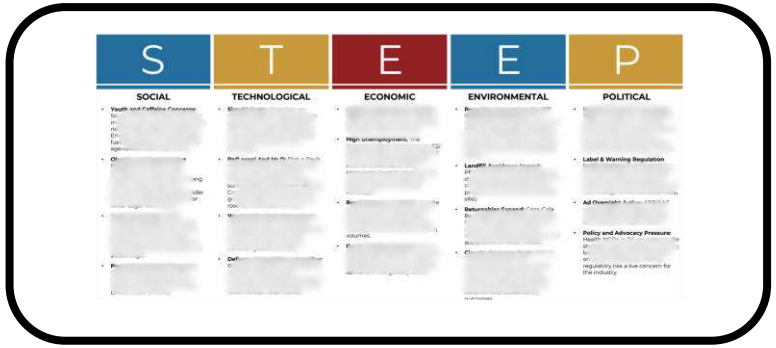
Key questions the report will help you to answer

- What is the Porter's Five Forces and STEEP analysis for the South African markets?
- What are the latest industry trends and product innovations?
- What are the key drivers shaping market growth?
- Which challenges could affect future industry growth
- What innovations and technology are shaping the South African industry?

Sample: Porter's Five Forces



Sample: Steep Analysis



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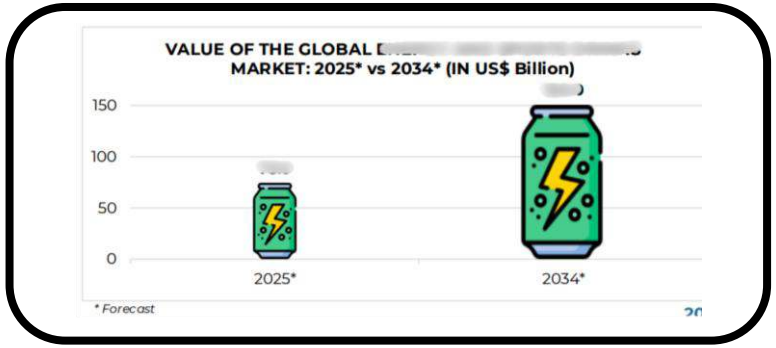
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The **Global Industry Insights Report** provides a comprehensive overview of global market dynamics, market size and growth forecasts, and key regional markets. It explores the competitive landscape, emerging consumer trends, product innovation and technological developments, alongside the key drivers and challenges shaping industry growth worldwide.

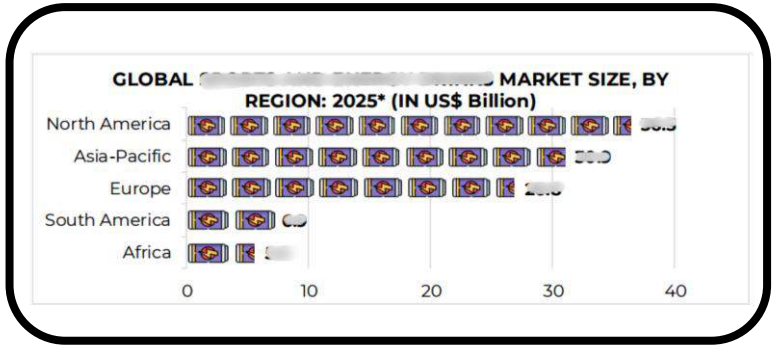
Key questions the report will help you to answer

- What are the current market dynamics of the industry?
- Which are the key markets within the industry?
- Which regions represent the largest markets, and what are the key developments shaping regional market growth?
- Which drivers and challenges could affect future industry growth?
- What innovations and technology are shaping the global industry?

Sample: Global Industry Overview



Sample: Key Markets - Regional



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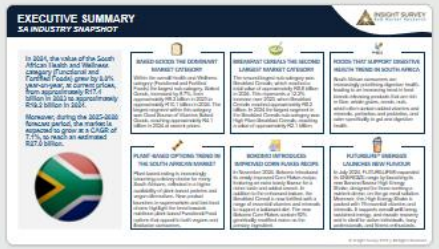
56-page report filled with detailed charts, graphs, and insights



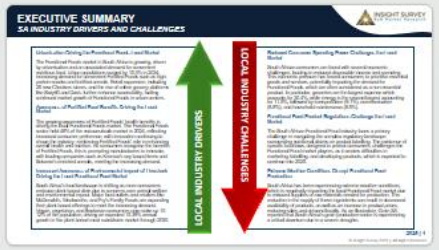
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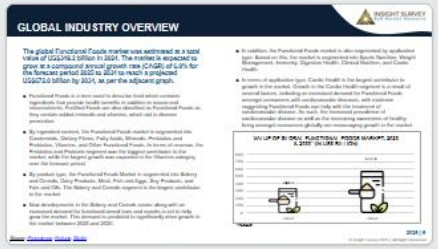
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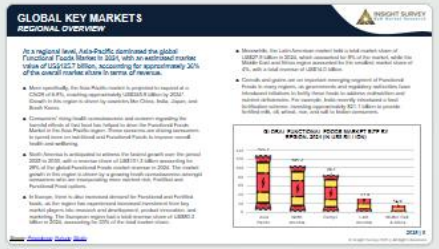
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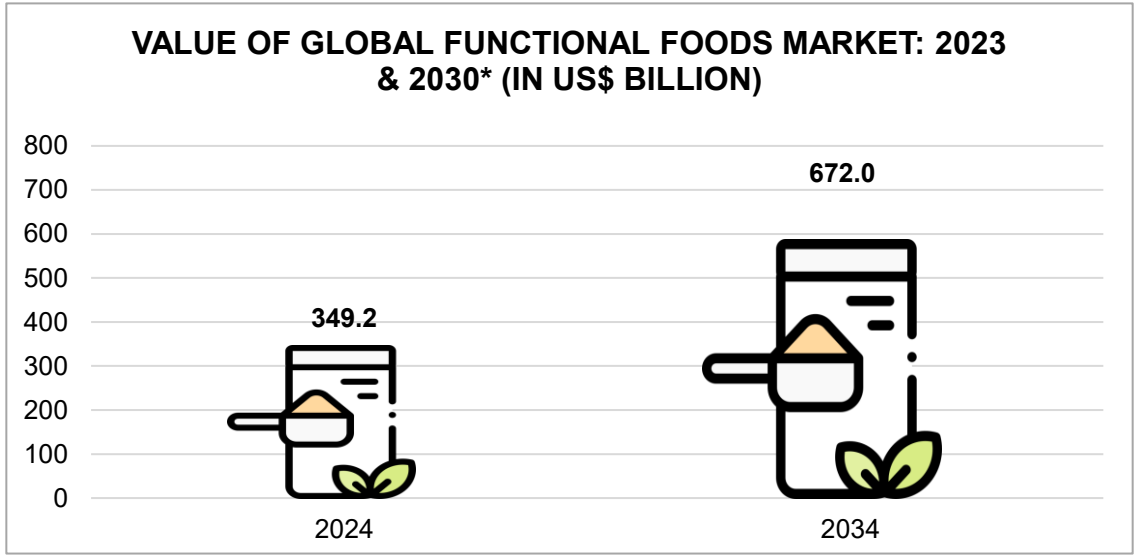
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GLOBAL INDUSTRY OVERVIEW

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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.



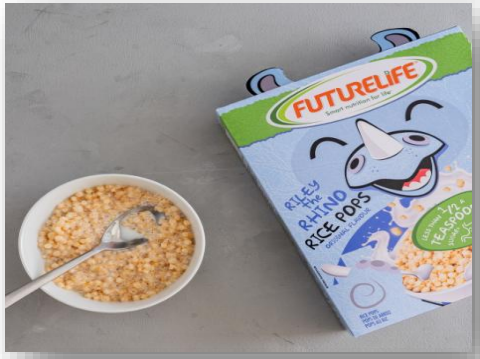
** Forecast*

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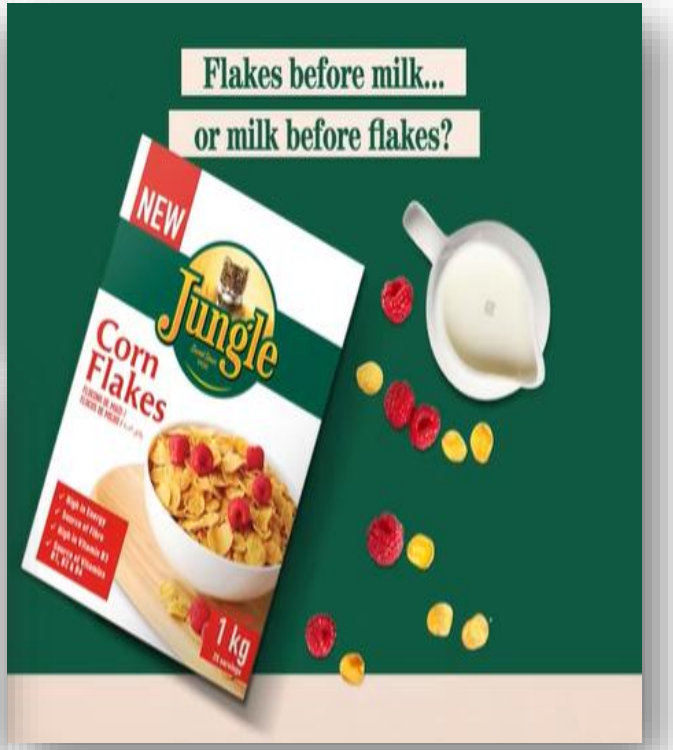
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Fortified Breakfast Cereals Trend in the South African Market

- 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.







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SA INDUSTRY INNOVATION AND TECHNOLOGY

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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.





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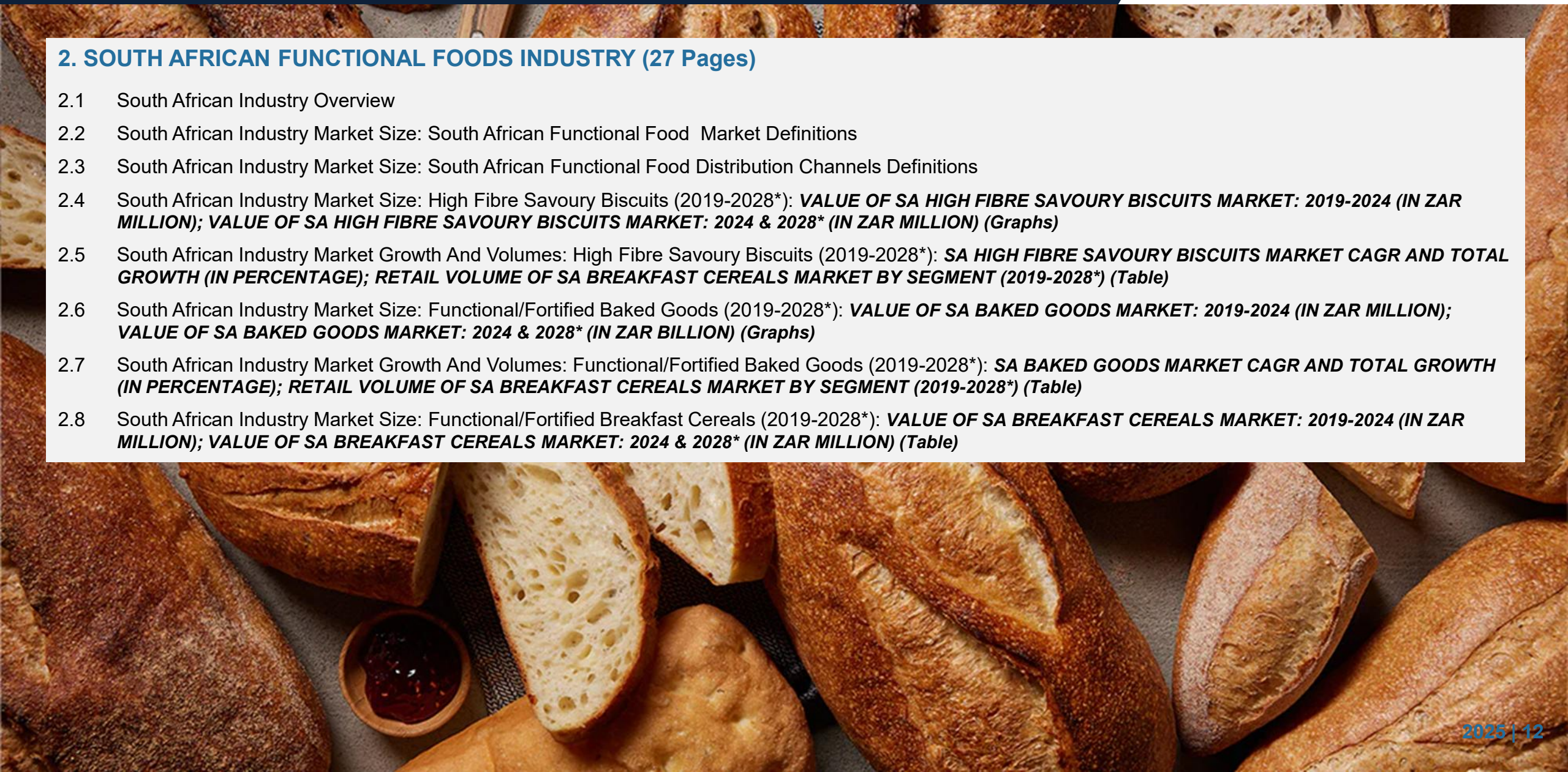
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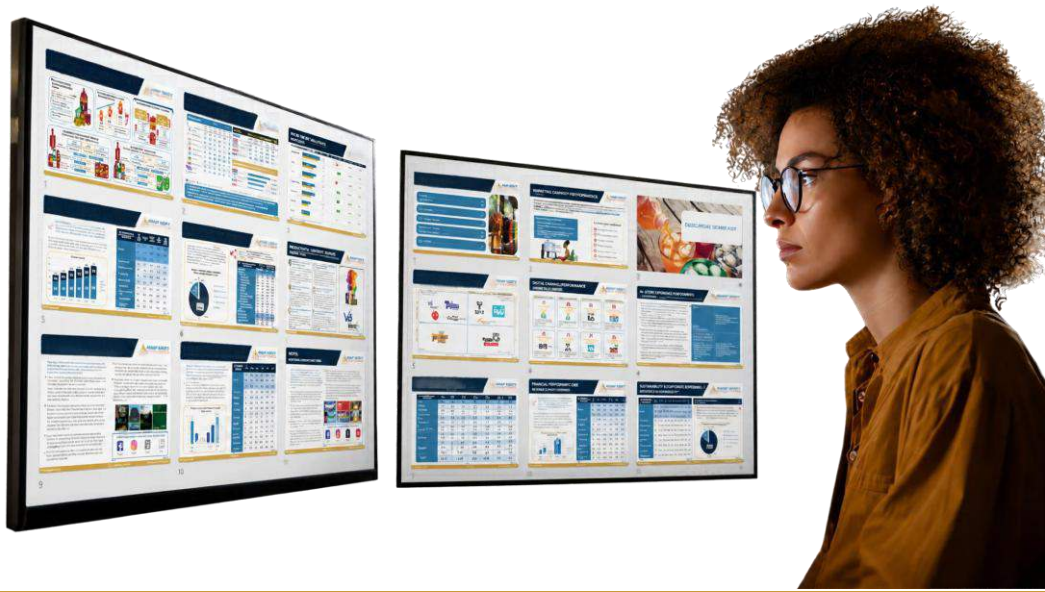
SA MARKET SIZING & COMPETITOR ANALYSIS
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Key questions the report will help you to answer

- What are the current market dynamics (market size and market value): 2020-2025 Actual, 2026-2030 Forecasts?
- Which are the key manufacturers, distributors, and retail players in the South African industry?
- What is the latest company news for key players in terms of products, services, and new launches?
- For each key manufacturer, what are the products offered?
- How does each key player position themselves, and what are the strategic implications?



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The **Competitor Market Share Analysis Insights Report** provides valuable market intelligence on company and brand performance, featuring market share, retail sales and volume data for the period 2021–2025. By tracking performance over time, the report enables decision-makers to benchmark competitors, identify market share shifts, assess sales growth and understand the competitive positioning of individual companies and brands to inform strategic business decisions.

Key questions the report answer

- What is each company's market share, and how has it changed from 2021 to 2025?
- What is the market share of individual brands, and how has their position evolved?
- What are the annual retail sales of each company from 2021 to 2025?
- What are the annual retail volume of individual brands over this period?
- How does your company's and brand's performance compare with key competitors?

Sample: Market Share



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Key questions the report answer

- What are the prices of popular brands across South African retail outlets?
- How do product prices compare?

Sample: Pricing Analysis

BRAND AND SIZE			Checkers	makro	Pick n Pay	SPAR
[redacted]		[redacted]	R79.99	R73.95	R81.49	N/A
		24 x 500ml	N/A	R285.95	R310.49	N/A
[redacted]		500ml	R19.99	N/A	R19.99	N/A
		6 x 500ml	R119.99	N/A	R116.49	N/A
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		6 x 500ml	R119.99	N/A	R116.49	N/A
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		6 x 500ml	R89.99	R77.95	R94.99	R91.99
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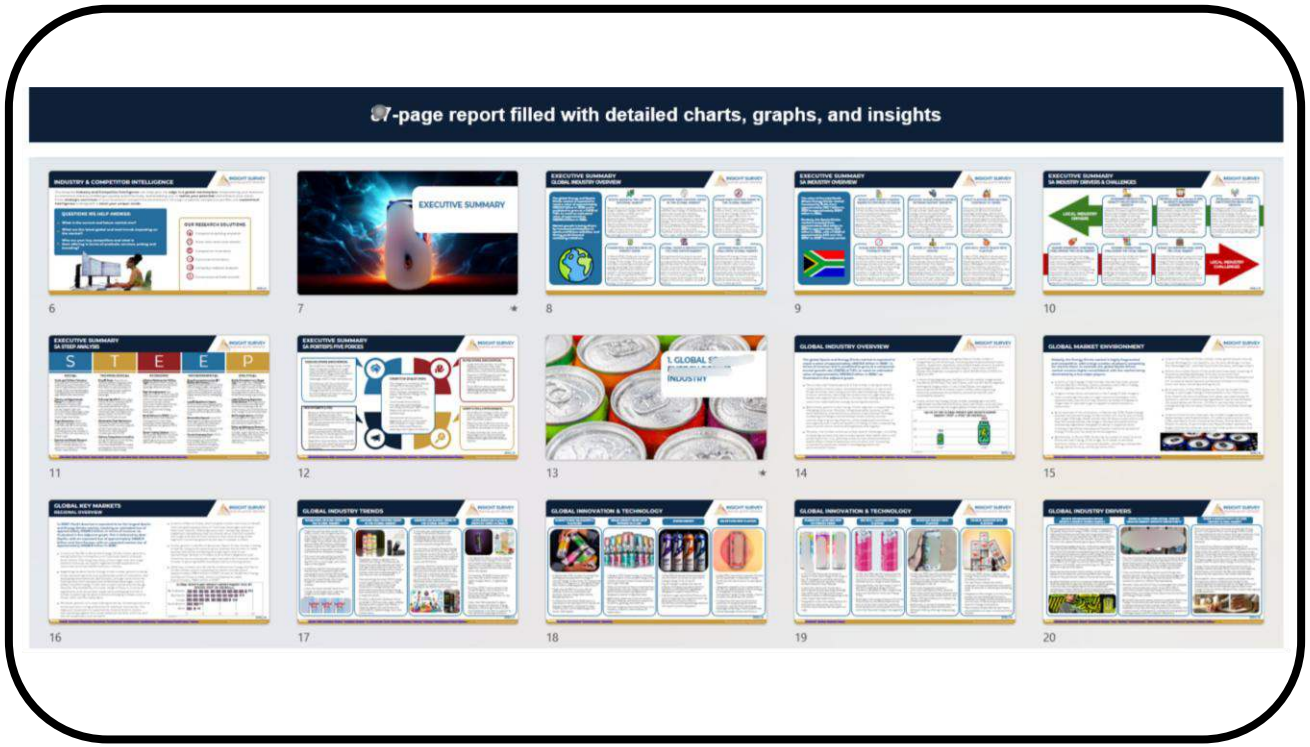
FULL LANDSCAPE INSIGHTS REPORT
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The **South African Full Industry Landscape Insights Report** provides a dynamic synthesis of industry research, examining the local and global industry from a uniquely holistic perspective, with detailed insights into the entire value chain: market size, industry trends, innovation and technology, industry drivers and challenges, manufacturer/distributor overview, flavour, and pricing analysis.

- Executive Summary
- Global Industry Snapshot
- South African Industry Snapshot
- South African Industry Drivers & Challenges
- South African Steep Analysis
- South African Porter's Five Forces
- Global Industry
- South African Industry
- SA Industry: Market Size
- South African Industry Manufacturer & Distributor Overview
- South African Pricing Analysis

Sample: Screenshot of Selected Report Slides



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Our **market intelligence services** will ensure that you always stay ahead of **highly competitive South African markets**.

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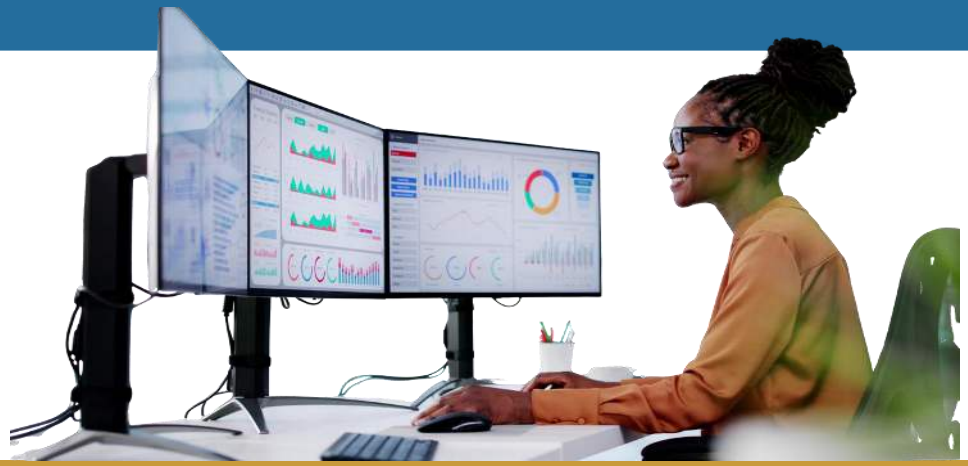
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QUESTIONS WE HELP ANSWER:

- **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?**



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- Competitor pricing research
- Store visits and store checks
- Competitor interviews
- Customer interviews
- Company website analysis
- Governmental held records

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