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SOUTH AFRICAN

SAVOURY SNACKS

INDUSTRY INSIGHTS SAMPLE REPORT

Published: JULY 2025

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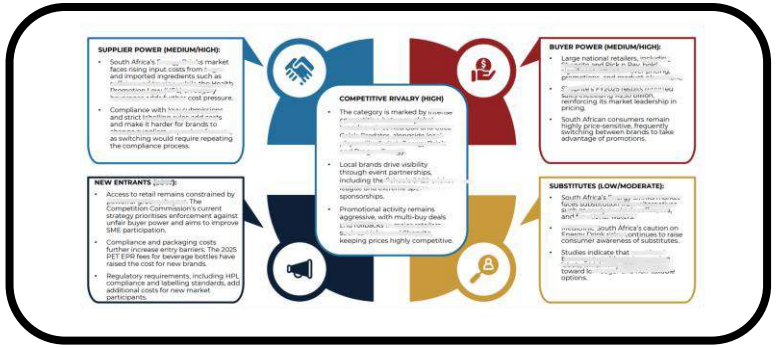
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The **South African Industry Insights Report** provides a comprehensive overview of the local market, examining the competitive landscape and key industry developments. It explores emerging trends, product innovation, technological advancements and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

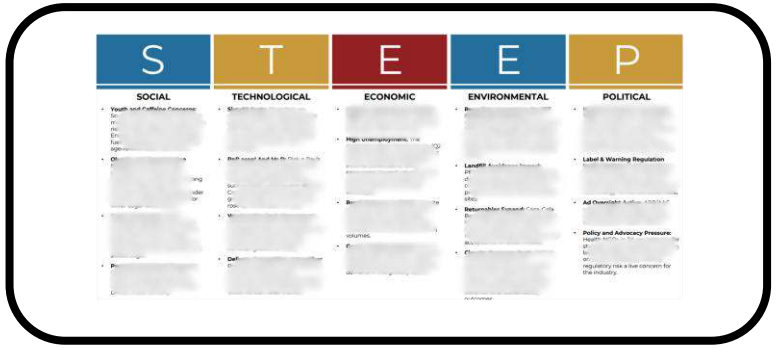
Key questions the report will help you to answer

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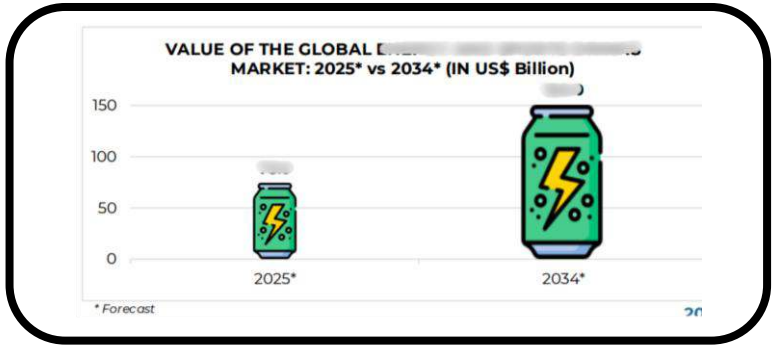
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The **Global Industry Insights Report** provides a comprehensive overview of global market dynamics, market size and growth forecasts, and key regional markets. It explores the competitive landscape, emerging consumer trends, product innovation and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

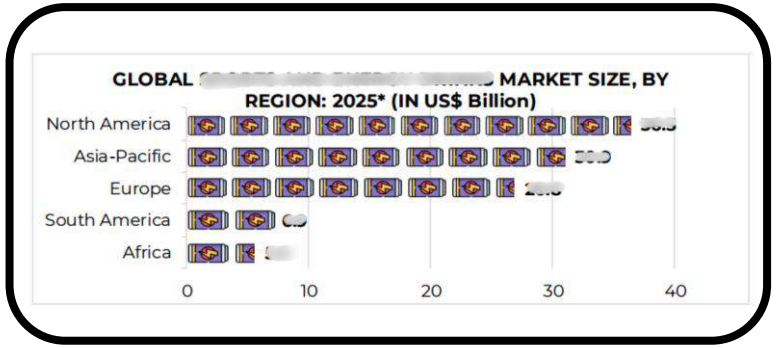
Key questions the report will help you to answer

- 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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SCREENSHOTS FROM REPORT

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



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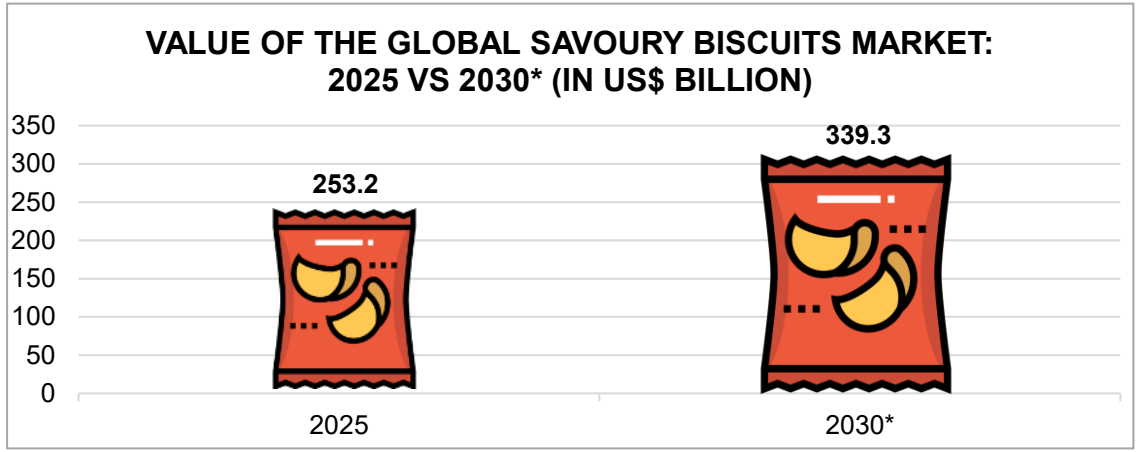
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SAMPLE FROM REPORT
GLOBAL INDUSTRY OVERVIEW

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The global Savoury Snacks market is valued at approximately US253.2 billion in 2025, and is expected to grow at a compound annual growth rate (CAGR) of 6.0%, during the forecast 2025 to 2030* period. The global Savoury Snacks market is expected to reach an approximate value of US$339.3 billion in 2030*, as illustrated in the adjacent graph.

- Growth in the Savoury Snacks market continues to be driven by changing a rising demand for products that align with health and wellness goals, plant-based options, and a growth in e-commerce and direct to consumer (DTC) sales channels. This includes protein-rich, low-calorie, gluten-free, and plant-based snacks.
- Consumers are also increasingly seeking out bold and adventurous flavours, with brands introducing regional, spicy, or globally inspired variants to satisfy demand for taste innovation.
- Health-driven innovation continues to shape the industry, with manufacturers reformulating products to be lower in fat or added sugar, and launching options made from nuts, seeds, quinoa or lean meat. There is also growing interest in organic and plant-based Savoury Snack options.
- Moreover, Savoury Snacks are typically easy to consume and widely available, therefore meeting consumer demand for convenient, on-the-go food. In particular, the changing and busy lifestyles of consumers are generating demand for on-the-go foods, with growth in the market driven by the rise of e-commerce and DTC sales channels, which allow consumers to connect more directly and efficiently with brands .
- However, the global Savoury Snacks market is experiencing some challenges. Rising raw material costs for Savoury Snacks manufacturers are challenging the industry, as this may increase the price of the final product, leading to a decrease in sales volume. As a result, manufacturers are forced to raise prices of Savoury Snack products or reduce pack sizes, and pass on costs to consumers or be forced to absorb losses in profit due to declining sales and rising costs.
- Furthermore, environmental and regulatory pressures are also growing with consumers increasingly expecting more ingredient transparency, while regulations targeting salt and fat content are forcing manufacturers to innovate or reformulate products.
- In terms of segmentation, the global Savoury Snacks market can be segmented by type, into Potato Chips, Extruded Snacks, Nuts and Seeds, Popcorn, Meat Snacks, and Other Savoury Snacks.



** Forecast*

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Health-Focused Savoury Snacks Trend in the Local Market

- South African consumers are increasingly prioritising healthier options in the Savoury Snacks industry, driving a shift towards snacks that deliver both taste and nutritional benefits. This growing preference for mindful eating is compelling manufacturers to innovate, focusing on products with less oil and fewer artificial ingredients.
- Moreover, South African consumers are increasingly seeking healthier Savoury Snack options, opting for alternatives with reduced oil and artificial ingredients. This shift reflects a growing preference for snacks that offer both taste and nutritional benefits. In response, various market players are introducing innovative products that align with these evolving consumer choices, providing a balance of flavour and mindful ingredients.
- As an example of this trend, in May 2024, smul, a new plant-based health and wellness brand under the in2Food Group, debuted in the Savoury Snack market with its nutrient-rich rice cakes range. The new lineup features two mini rice cake varieties, each made with carefully selected ingredients, to deliver both taste and nutrition while remaining cholesterol-free and free from artificial flavours.
- In February 2025, Santa Anna's launched a new range of healthier tortilla chips, featuring unique flavours made with premium, non-GMO corn. Each chip is larger, making it ideal for snacking and dipping, with a soft crunch and light texture. Flavours include Cream Cheese & Chives and Barbecue, highlighting Santa Anna's focus on quality ingredients. This range aligns with the healthier snacking trend, providing a delicious option.
- Additionally, in February 2025, Trigz announced the launch of its new flavour in its popped corn chips range. As an example of this trend, Trigz offers Sweet Chili Crunchy Popped Corn Chips, combining a balance of heat and sweetness in a light, crispy snack. With only 110 calories per serving, these air-popped chips provide an alternative to traditional fried snacks.
- In March 2024, Bakali expanded its veggie cake range with the launch of Bakali All Greens. This new edition offers a gluten-free Savoury Snack option made with carefully selected ingredients. Designed for those seeking a flavourful and mindful snacking choice, Bakali All Greens is now available as part of the brand's growing better-for-you product lineup.
- As South African consumers continue to seek out healthier Savoury Snack options, the industry is witnessing a transformative shift. Manufacturers are responding by developing innovative products that not only satisfy taste preferences but also meet the demand for better nutritional profiles.

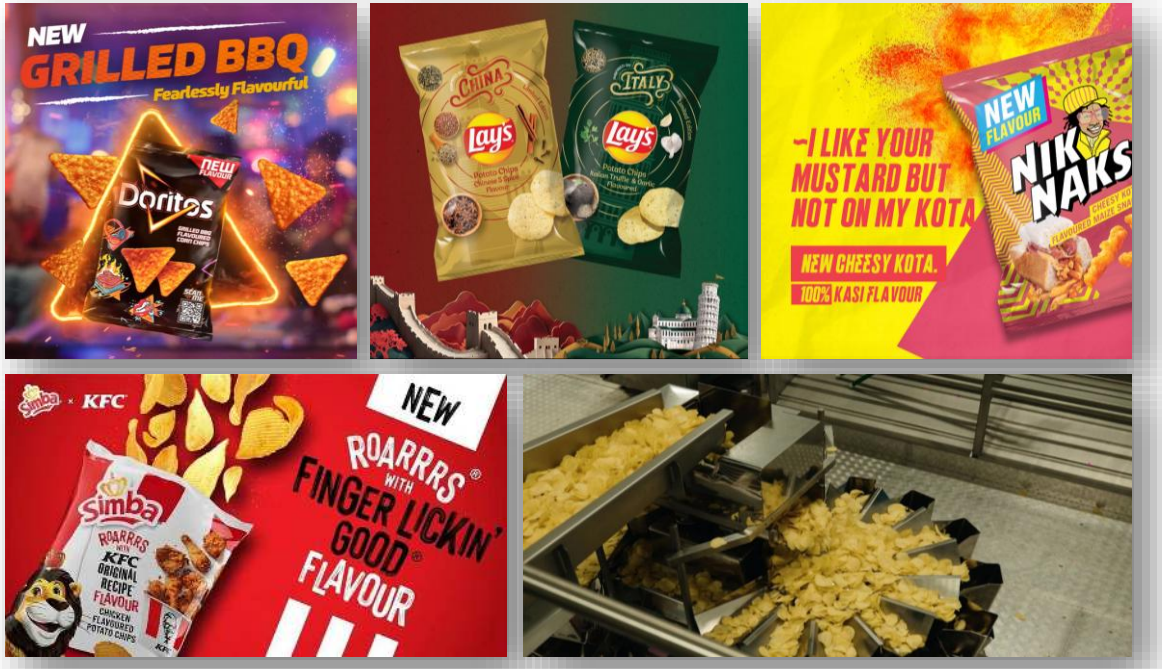


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PepsiCo Expands Snack Portfolio and Production Capacity

- Recently, PepsiCo introduced several new flavours across its brands, further solidifying its position in the market. These new offerings include:
  - ✓ ***Doritos:*** In September 2024, Doritos launched its Grilled BBQ flavour, adding an innovative twist to the snack scene in South Africa with its 'Fearlessly Flavourful' campaign. The launch event, held at Homecoming Events' 'Friends Like Me', featured collaborations with high-profile personalities such as podcasters Seemah and Zille Wizzy, rapper Money Badoo, and popular TikTok influencers.
  - ✓ ***Lay's:*** In August 2024, Lay's launched two limited-edition flavours as part of its 'Flavours That Take You Places' campaign. These flavours included Italian Truffle & Garlic and Chinese 5 Spice.
  - ✓ ***Simba x KFC:*** In August 2024, Simba and KFC partnered once again to introduce Simba's KFC Original Recipe flavoured potato chips, combining the renowned 'Finger Lickin' Good' taste of KFC's secret recipe with Simba's signature crunch. Building on the success of their 2022 Zinger Wings flavoured chips, this latest collaboration blends KFC's savoury spices with Simba's rich heritage of flavourful snacks.
  - ✓ ***NikNaks:*** In July 2024, NikNaks introduced its new Cheesy Kota flavour, inspired by the popular South African street food, the kota, and staying true to its '100% kasi flavour' identity. To celebrate, the brand organised a series of activations and partnerships, including a short film featuring artist Maglera Doe Boy, which aired on Meta, YouTube, and at taxi ranks nationwide.
- In addition to these new flavours, PepsiCo also announced a major expansion of its Isando factory in Johannesburg, investing R746 million in a state-of-the-art potato chip production line. This expansion is expected to create 100 new jobs and increase the company's ability to meet the growing demand for snack foods in Southern Africa.
- Furthermore, PepsiCo's chips brands are not only available locally but also exported to other countries. The new line aims to enhance production capacity, improve supply chain efficiency, and significantly reduce transportation emissions by eliminating over 2,300 cross-country shipments annually.



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SA COMPETITOR MARKET SHARE ANALYSIS
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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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SA MARKET SIZING & COMPETITOR ANALYSIS
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The **South African Analgesics Market Sizing and Competitor Analysis Insights Report** provides a dynamic synthesis of industry research, examining the local **Analgesics Industry,** in-depth view of the market players and competitors, their latest company news in terms of products, services, marketing initiatives, the latest marketing and advertising news, products offered and social media following.

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 Analgesics 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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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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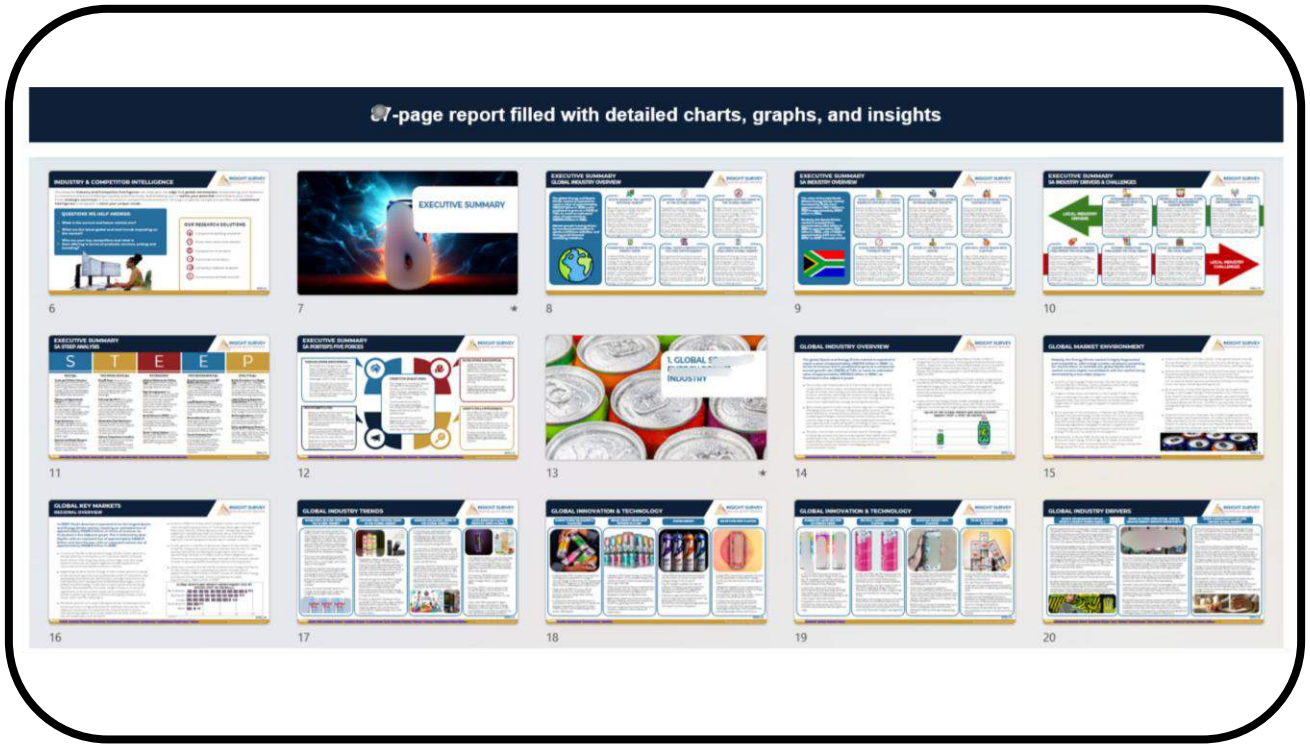
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- South African Industry Snapshot
- South African Industry Drivers & Challenges
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- South African Porter's Five Forces
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Sample: Screenshot of Selected Report Slides



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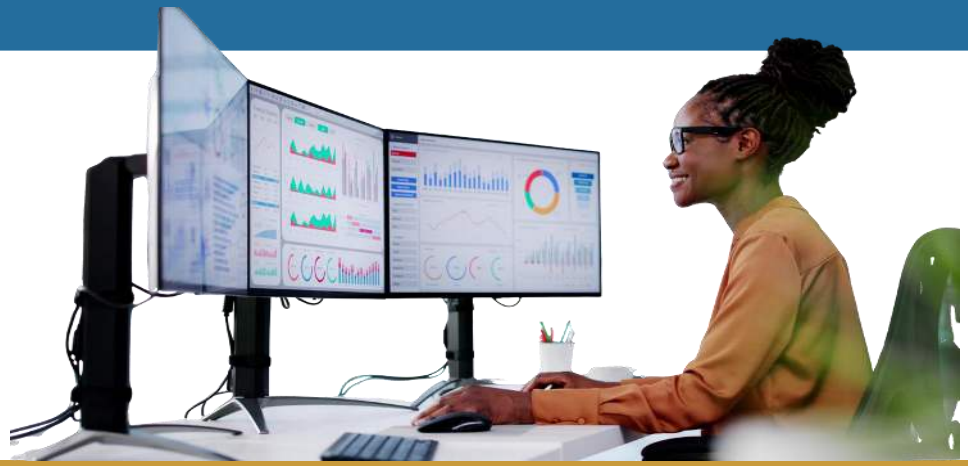
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- **What are the latest global and local trends impacting on the market?**
- **Who are your key competitors and what is their offering in terms of products, services, pricing and branding?**



OUR RESEARCH SOLUTIONS

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

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