



Butter and Spreads in South Africa

August 2024

Table of Contents

Butter and Spreads in South Africa - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

High unit prices for butter result in consumers waiting for product specials
Overall retail volumes decline, but butter is one of the least impacted dairy products
Clover SA wins court case over misleading labelling, but Siquilo Foods remains category leader

PROSPECTS AND OPPORTUNITIES

Gazetted draft expected to impact butter and spreads
Private label set to gain further share in the coming years
Supermarkets to retain position as dominant distribution channel

CATEGORY DATA

Table 1 - Sales of Butter and Spreads by Category: Volume 2019-2024
Table 2 - Sales of Butter and Spreads by Category: Value 2019-2024
Table 3 - Sales of Butter and Spreads by Category: % Volume Growth 2019-2024
Table 4 - Sales of Butter and Spreads by Category: % Value Growth 2019-2024
Table 5 - NBO Company Shares of Butter and Spreads: % Value 2020-2024
Table 6 - LBN Brand Shares of Butter and Spreads: % Value 2021-2024
Table 7 - Distribution of Butter and Spreads by Format: % Value 2019-2024
Table 8 - Forecast Sales of Butter and Spreads by Category: Volume 2024-2029
Table 9 - Forecast Sales of Butter and Spreads by Category: Value 2024-2029
Table 10 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2024-2029
Table 11 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2024-2029

Dairy Products and Alternatives in South Africa - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture
Key trends in 2024
Competitive Landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

Table 12 - Sales of Dairy Products and Alternatives by Category: Value 2019-2024
Table 13 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024
Table 14 - NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024
Table 15 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024
Table 16 - Penetration of Private Label by Category: % Value 2019-2024
Table 17 - Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024
Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029
Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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