

Plant-Based Dairy in South Africa

August 2024

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Plant-Based Dairy in South Africa - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Majority of sales driven by plant-based milk, but other formats are growing Plant-based dairy begins to target wider consumer base High unit prices prevent substantial penetration of plant-based dairy

PROSPECTS AND OPPORTUNITIES

Clear labelling expected to be a focal point for manufacturers Concerns over reports of plant-based dairy's lack of nutritional value Private label innovation likely to occur

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