



Sugar and Sweeteners in South Africa

April 2026

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Sugar and Sweeteners in South Africa - Category analysis

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2025 DEVELOPMENTS

Sugar remains a core household staple

INDUSTRY PERFORMANCE

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Sugar industry under acute strain

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INDUSTRY PERFORMANCE

Affordability and heightened health awareness influence consumers' choices

Increasingly polarised market

WHAT'S NEXT?

Modest growth, with several challenges remaining prevalent

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