

# 2013 Annual Quantification Report: Baked products in South Africa

## Market Trends

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Movement in the baked products market is currently seen mostly in the baked confectionery industry, which saw a growth 2012. This market has experienced similar growths over the past few years, primarily with pushes from the larger players who are entering this market.

The bread market has had limited growth, with many stating the cause for this being due to a well-established market where there is little room for growth. It is also under pressure from the increasing presence of baked confectionery, as well as the trends seen in wheat flour, which saw conservative growth for 2012.

Though the majority of the baked product volumes are sold through the retail sector, there has been an increase in the volumes sold out of the food services industry, as more food service outlets are choosing to make their own products for added value and quality.

Players are well established in their regions and as such, little change has occurred in terms of regional distribution over the past few years. However a trend seen amongst many food and beverage categories is the shift towards the smaller, less urbanised regions, as potential is seen in these ever growing areas.

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