

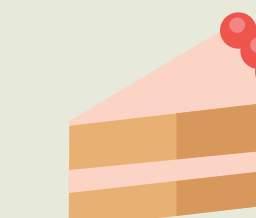


Sweet baked goods...

Are often consumed as



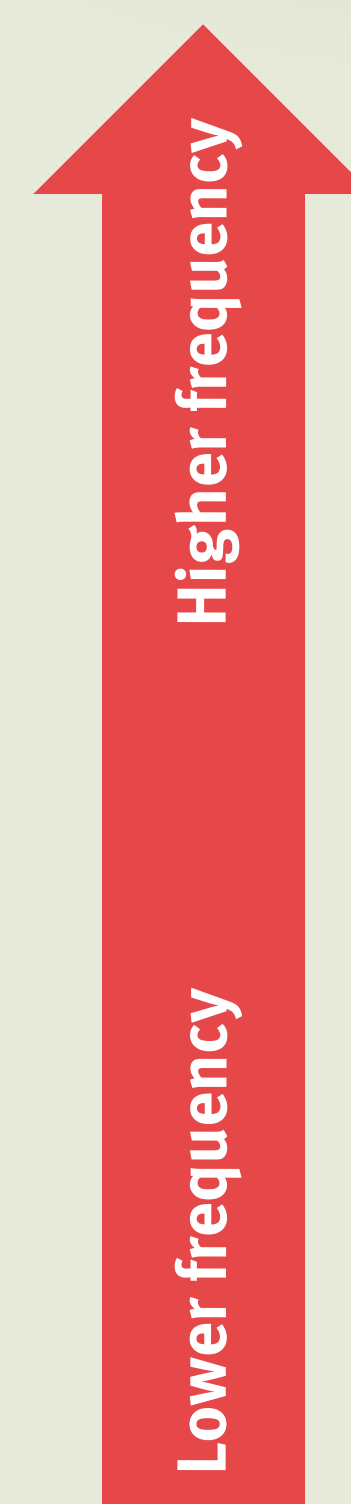
A between-meal stopgap



An indulgent treat / reward

on multiple occasions throughout the day

There's a constant snacking culture



'Me-time' occasions

At home:
watching TV or
'milk and cookies time'



Weekday

At home:
breakfast, lunch, supper, between meals
Away:
at work, on the go, at school



Weekend

At home:
breakfast, stopgap snack
Away:
social events



Special occasions

Birthdays
Weddings
Baby showers

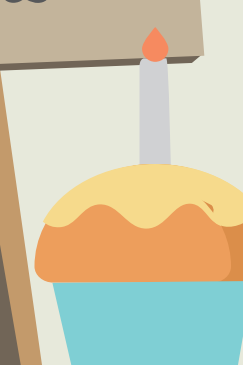
South African consumers enjoy...

Cookies/biscuits



Consumed several times a day
by all family members, bought
weekly or monthly

Cakes



Small, individually wrapped
cakes for daily consumption
and fresh cakes for special
occasions

Muffins



Consumed at breakfast or
between meals, bought fresh
from supermarkets or artisan
bakeries

Croissants



Typical breakfast item at
weekends, bought fresh from
supermarkets or artisan
bakeries

Snack bars



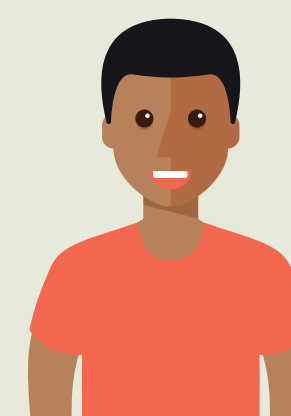
On-the-go, chewy snacks
perceived as a healthier
option, bought weekly or
monthly

Donuts, brownies & waffles

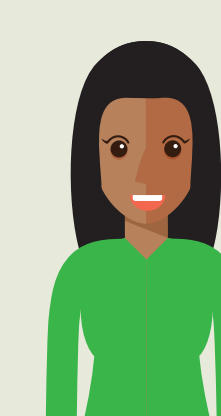


Indulgent treats for special
occasions, usually purchased
fresh

Taste and indulgence are the priorities – health is less important



Taste and indulgence are
particularly important to men

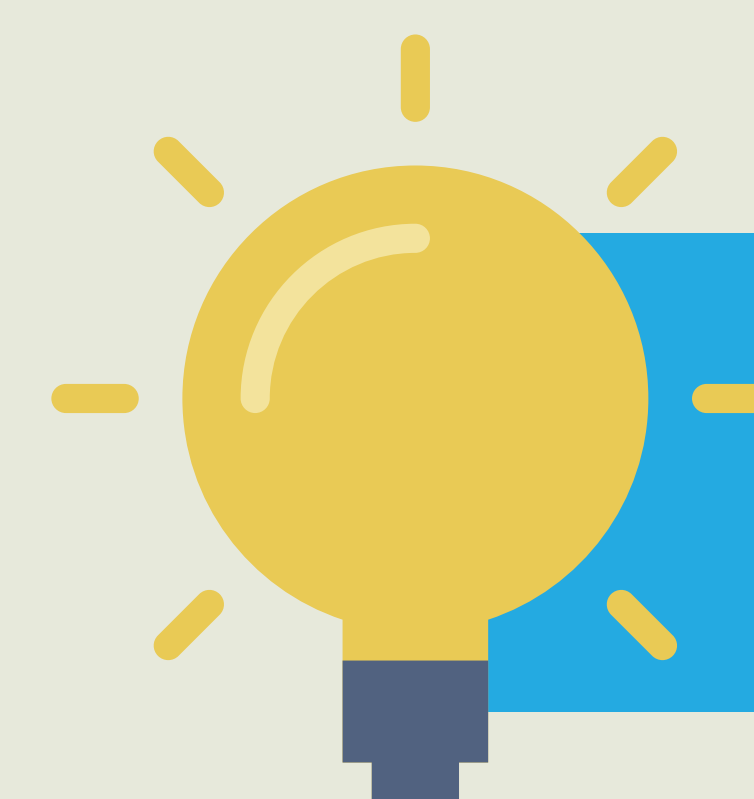
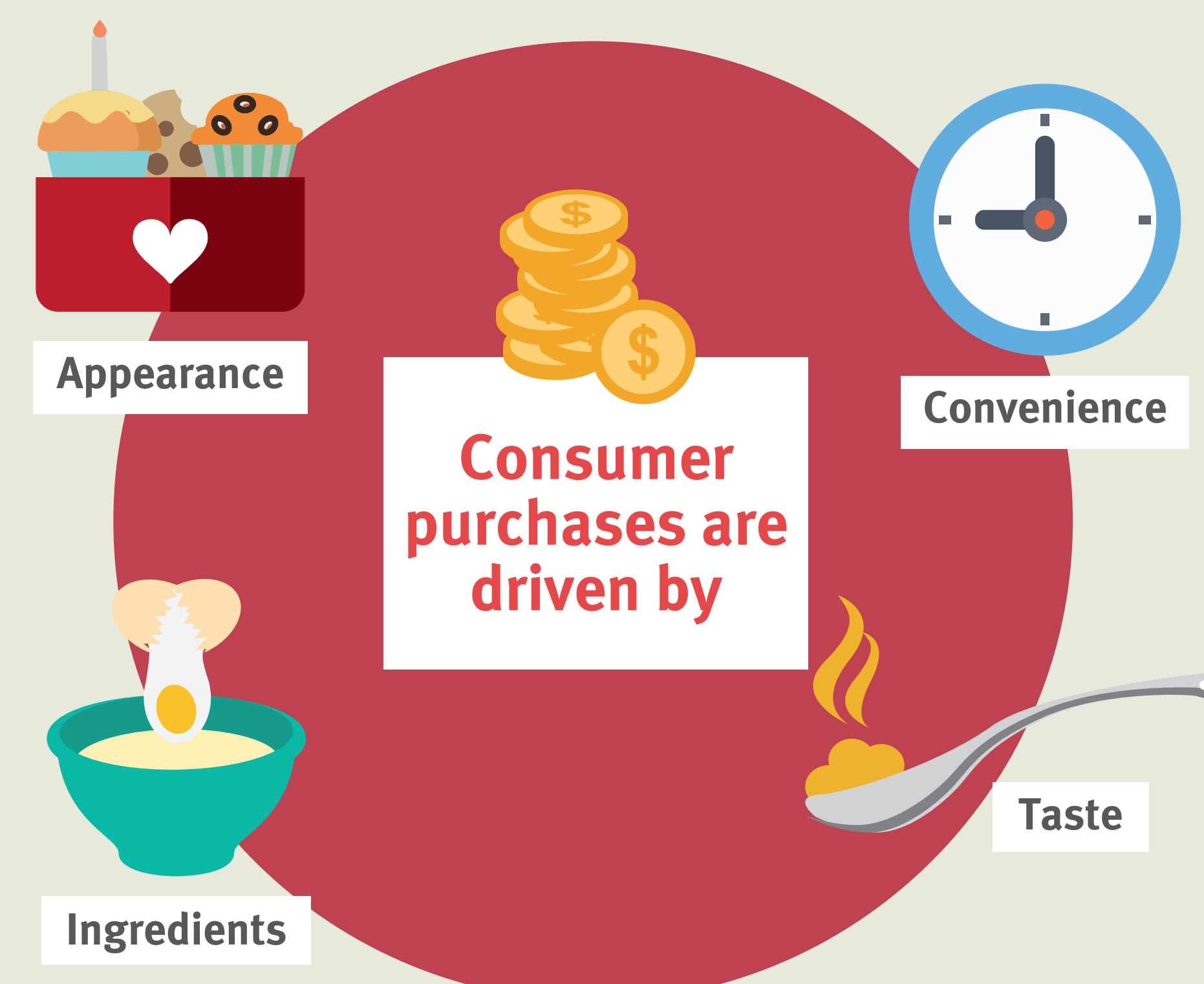


Healthier eating is more
important to women,
especially those with families

However ...

Consumers are open to some
healthier product variants
Muffins made with vegetables
Products with added whey protein
Reduced sugar products to prevent
hyperactivity in children

Some life-stage events may trigger a move
towards healthier alternatives
Healthier options for people with
lifestyle-related conditions



OPPORTUNITY

Current healthier sweet baked goods do not
completely satisfy a sugar craving or deliver enough indulgence

Interested in learning more about the sweet baked goods market in South Africa? Download the white paper.

Source: DuPont Nutrition & Health / GfK consumer study, November 2016.
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