

# Irresistible sweetness



**Julia Baker**  
– creating engaging and relevant content for Supermarket & Retailer Magazine

Wherever you may find yourself, you will find some hearty sweetness, in a large supermarket chain, a small corner spaza shop or even a hawker outside a taxi rank. Indulge in the delectable world of South African sweetness, where you get nothing but the best to nibble on, where each bite is a symphony of comfort and goodness.

From traditional favourites to new artisan innovations, South Africa has an exciting growing chocolate and confectionery market, built through sustainable practices, new trends and health-conscious options, making South Africa a paradise for every sweet tooth out there.

## Our very own South African favourites

Nestlé has been in South Africa since the 1870s, and their rival, Cadburys, arrived not long after in 1903, they hold the record as the oldest chocolate brands in South Africa. Though, through the years, various other producers have succeeded in creating some of South Africa's own much loved sweet treats.

A notable and unique sweet is the Fizzer by Beacon, a chewy, fizzy, fruity candy, most often enjoyed at children's parties. Another kids favourite (and adults, not that we admit it!) are Iced Zoo Biscuits, a colourful, deconstructable, sweet biscuit.



Photo: it'sugar, www.chicagoparent.com/

**Chocolates & confectionery, an indulgent comfort food loved by young and old, from all walks of life.**



<https://sallywilliamsfinefoods.com/>



For decadence, try a melt-in-the-mouth nougat from Sally Williams, winner of a Gold Pack Award (2005, 2018) & the '3 Gold Stars' UK Great Taste Award (2012).

Safaris Fruit Dainty Cubes, has a fruity and somewhat sour taste but with a wonderful sweet ending. They are the perfect snack for school, office, sport and work, chosen because they are naturally high in fibre, and free of fat and gluten.

Tex Bar from Nestlé is still a favourite since 1955, loved by many for its light and crispy texture. South Africans also enjoy unique treats like Wilson's Toffees and Romany Creams, each offering a distinctive flavour experience.

Preferences could be a rich dark chocolate, a smooth milk chocolate drink, a chewy gummy bear or a 3-tier Black Forest Cake, the best quality can be found in our own country.



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## The rise and fall of the confectionery trade

Consumer's attitude, life circumstances, interest hikes and more, are not static but constantly evolving and some events, like Covid-19 accelerated faster change. These changes impact the way people indulge in confectionery and other luxury treats.

"The South Africa confectionery market size was valued at ZAR17.7 billion (\$1.20 billion) in 2021. The market is expected to achieve a CAGR (compound annual growth rate) of more than 4% during 2021–2026. Hypermarkets & supermarkets accounted for the leading share in the distribution of confectionery products," says the Global Data 2022 report.

In short term growth, Euromonitor reports a growth of 10% over 2023/2024.

Though even with that positive note, confectionery prices worldwide are set to rise. Mondelez, the company behind the Cadbury brand, identified rising costs of ingredients as one of the challenges it faces in the year ahead. Chief financial officer Luca Zaramella said the firm had seen "significant increases in both cocoa and sugar."

Cocoa prices have been driven up by poor harvests in West Africa, which produces the

www.beyerschocolates.com/



ingredients, sourced locally and internationally. These small-batch treats are elevating the chocolate and confectionery scene in South Africa and providing consumers with an exciting array of options to choose from.



Kees Beyers

bulk of global supply. The El Nino weather phenomenon has been causing drier weather in Ghana and Ivory Coast, which are the world's two biggest producers of cocoa beans.

### Current sweet trends in South Africa Artisanal innovations

One current trend making waves is the rise of artisanal confectionery enterprises offering unique flavour combinations with high-quality

Beyers Chocolates has created a modern craft fusion with their Craft Beer Truffles, which is a unique combination of decadent milk chocolate with a hint of beer, rolled in crunchy pretzel pieces. Their range is "inspired by Africa, her people and her rich, bountiful lands. They use sustainably sourced, fresh ingredients for each handmade batch of confectionery." A must try for the adventurous.

Meshuggah, a Cape Town based team of sweet artisans, use only the finest ingredients to make irresistible confectionery like Honeycomb, Pina Colada Marshmallows and Litchi Bon Bons.

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**For the health conscious**

Of course, there are those who prefer alternative confectionery like sugar free, lactose free or gluten free, either for health reasons or just to be healthier. Less sugar or no sugar and lactose free versions are also being catered for, so no one is left behind.

As studies from Mintel Research Agency reveal, Britain presently leads the way in vegan/no-animal, new chocolate product launches. Britain is responsible for 17%, followed by Germany 11%, the US 6%, Australia 5%, and South Africa is rated with an impressive 5%, demonstrating innovation and space for further growth in this segment.



Denise & Neil Glezer-Jones

An inspiring, proudly South African company, Caring Candies, which Pick 'n Pay selected as one of their Small Supplier Success Stories 2023, has a healthy and innovative brand of sweets.

“The products that we manufacture are healthy and delicious. They are ideal for those with common food allergies, ADD, ADHD, Diabetes



anyone following a sugar free, gluten free, Paleo, Keto or Banting lifestyle.” says Director, Denise Glezer-Jones of Caring Candies.

As far as healthy ingredients are concerned, Myriam Snaet, head of consumer insights at Beneo Natural Ingredients” explains that concern for longer term health is also influencing purchasing decisions taken for children, with 75 per cent of parents globally saying it is ‘extremely’ or ‘very’ important for children’s products to have better nutrition.”

The continued rise of vegan, dairy free and more recently, reduced sugar options among sweets and confectionery is far from accidental, against a backdrop of an obesity crisis in many countries, which has clearly identified reduced fat/sugar options as key to impacting on the obesity situation.

**Eye-catching displays**

Retailers, knowing that chocolates are most often a luxury item and not on the grocery list, utilise shelving and location to get the smaller sweets and confectionery flying out the door.

Shelving and displays have a great impact on sweet and chocolate sales. Shelving is continuously evolving to create more sales through impulse buying. Nina Degger, Senior Design Consultant at Storeworks has further insight ...



Nina Degger

“Because of the ‘captive audience’ one has whilst customers are waiting to make their purchases, the impulse shelving becomes a hugely important section of your store design.”

The trend is now largely one of the ‘snake queuing system’ where customers have shelving in close proximity to their left and right, thus boosting last minute sales.”

“Sloping shelves allow the product to be displayed with maximum exposure to the client. Retailers are also now preferring to maximise the height of the shelving systems, so as to utilise as much shelf facings as possible, where in the past, the rule of thumb was that impulse shelving needed to be to a lower height

The aim of designing and selecting the correct shelving system will always be twofold: improved customer interaction and of course, increased sales!”



### Wrapping up sensibly

When it comes to packaging in South Africa, the focus is not only on aesthetics but also being more eco friendly. Many brands are opting for eco-friendly materials to reduce their environmental impact.

Though South Africa is pushing forward in this trend, unfortunately it is not as easy as it sounds. While eco friendly cardboard is now prevalent in South Africa, biodegradable plastic is still a problem.

Science is continuously evolving to create eco friendly products, like edible plastics made from silk proteins and bioplastics and “there is much research and development that needs to be done before bioplastics become a popular packaging material in South Africa,” says Hentie van der Merwe from Darling Sweet. He further states ...



Hentie van der Merwe

“ Darling Sweet made the decision not to use any biodegradable cornstarch-based plastics in our packaging for the simple reason that there is currently no separate recycling stream for post-consumer biodegradable or compostable plastics in South Africa. ”

For several years they have been aggressively pursuing sustainable packaging alternatives.

“This means that while bio-degradable plastics are being imported into South Africa at great cost



to the environment due to the carbon footprint of such imports, these plastics cause more harm than good to local recycling efforts. There is also the misconception that consumers can simply put biodegradable plastics into the soil in their own back yard and it will decompose, but this is not the case.

For this reason, we only use packaging that is fully recyclable in South Africa. On our packaging we encourage consumers to recycle and also indicate recycling categories.”

Further afield, Nestlé is changing the packaging of its Kitkat bars. Rather than using plastic, the Nestlé brand is wrapping its chocolate treats in high strength paper. The packaging is fully recyclable. The initiative is predicted to save around 380 tonnes of plastic packaging annually. Nestlé has set a goal to reduce the use of virgin plastics by a third by 2025, which includes using less plastic, recycled plastic, and alternatives to plastic packaging.

By prioritising sustainable practices in packaging, South African sweet manufacturers are not only contributing to a healthier planet but also enhancing the overall consumer experience. Next time you indulge in your favourite chocolate or sweet treat, take a moment to read your packaging information and dispose of responsibly.

### Halaal and Kosher

Another trend that is becoming more popular, is confectionery and sweets that cater to Halaal and Kosher consumers. Along with Caring Candies, whose goodies are Kosher and Halaal. Other South African trend setters like flowers.co.za and The Chocolate Tier have delectable chocolate, sweets and confectioneries that are setting the pace for this trend.

### Quick pre-mixes

As life is racing by and the world seems to be spinning faster – when there are school runs to do, meetings to attend and traffic to contend with, delicious home made confectionery is thrown out the window when there are more pressing engagements.

But not all is lost, just pop a pre-mix in your trolley or order online a ready pre-mix of your favourite decadent bake and have the house smelling like a homely bakery in minutes, ready





From Source to Destination –  
Connecting Global Supply Chains

# EFFICIENCY IN MOTION

From raw materials sourced in one corner of the world to finished products reaching consumers in another, the journey is a testament to human ingenuity and collaborative effort which extends beyond the boundaries of individual organizations. Efficiency in motion is the cornerstone of successful supply chain management in today's hypercompetitive business environment. In an increasingly interconnected world, global supply chains play a pivotal role in driving economic growth, fostering innovation, and enriching lives. By leveraging data-driven insights, embracing lean principles, integrating technology solutions, digitizing processes, and fostering collaborative partnerships, companies can unlock new levels of efficiency and agility within their supply chains.

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too must our skills and capabilities. Enterprises University of Pretoria is committed to being your partner in lifelong learning and professional growth. Whether you're looking to upskill, reskill, or embark on a new career path, we invite you to join us on a journey of discovery and transformation. Together, let's unlock the potential within and empower futures without limits.

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to share with friends and family. Some firm favourites are Butterscotch Cake, Madeira Cake and American Brownies from South Bakels. Try a quick Crumpet Mix for a run out the door morning or a Salted Caramel Mug Cake for a cold winters night from Mesmerizing Mixes.

## Value for money

Increased budget constraints for many families mean people are looking at better value for their money, resulting in increased promotion of sweets and chocolates holding strong in the local market.

As Moneyweb states, "The country's traditional trade (TT) sector is growing at a faster rate than the dominant modern trade (MT) sector as consumer shopping preferences change with lessening disposable income."

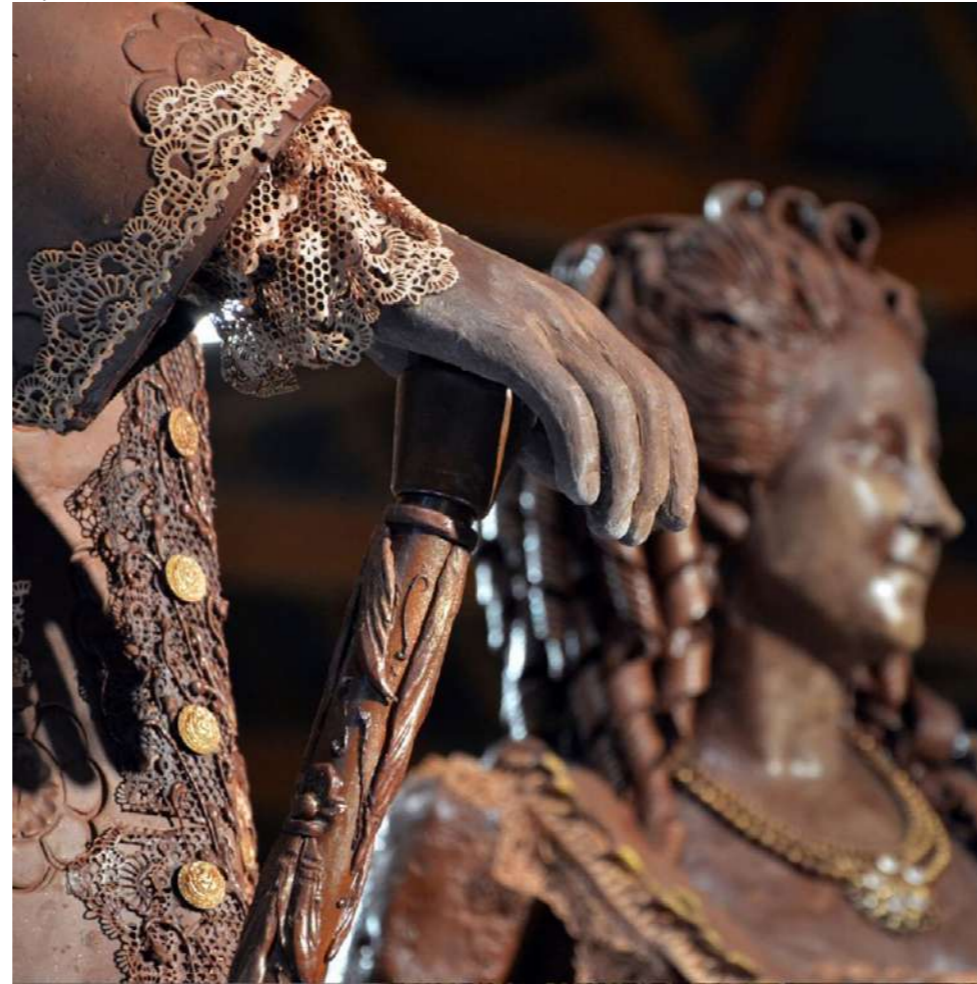
With imports of \$127million (2022) in chocolates alone, the trend is strong for people who are buying cheaper, imported chocolates and sweets.

## Sustainability

When it comes to sustainability in the confectionery and sweets industry in South Africa, there is a growing awareness of the importance of ethical sourcing and production practices. From cocoa farms to candy factories, more companies are making efforts to reduce their environmental impact and support local communities.

Many chocolate producers in South Africa are now focusing on fair trade practices, ensuring that farmers receive a fair price for their crops and promoting social responsibility. By supporting sustainable farming methods, chocolate businesses like

<https://rhubees.co.za/about>



Rhubee's are not only protecting the environment but also improving the livelihoods of those involved in the production process.



Julienne Prozesky & Alex Roberts

Rhubee's owners Julienne Prozesky and Alex Roberts say, "Fair trade and sustainability are important to us, so we are pleased that our chocolate is UTZ certified. This is the largest program for sustainable farming of coffee and cocoa in the world. The UTZ program addresses agricultural practices, social and living conditions, farm management, and the environment. In January 2018, UTZ officially merged with the Rainforest Alliance in response to the increasing challenges of deforestation, climate change, systemic poverty, and social inequality."

Another great company that is making a big difference is Lindt and Sprungli, with their Farming Program and their No-Deforestation & Agroforestry Action Plan

and Deforestation Policy. Their target is to ensure that they do not source any cocoa from protected areas and avoid conversion of valuable forest land for cocoa production in their supply chain by 2025.

As consumers become more conscious about where their food comes from and how it is produced, the demand for sustainably sourced confectionery and sweets continues to rise in South Africa. It's heartening to see this positive trend towards a more environmentally friendly approach within the confectionery industry!

Though inflation and world changes may be raising the price for our irresistible delectables, it is still a must buy for most people. The temptation is just too enticing! **SR**



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Vevey: Home to the Nestlé business  
 Henri Nestlé began his business in the small Swiss lakeside town of Vevey. There was an abundance of fresh milk in the local area, which be used to start creating his infant cereal. A lot has changed since 1870, but Vevey is still home to Nestlé's global headquarters today.



Clémentine Therese Nestlé (1867)

Henri Nestlé's wife Clémentine played an important role in the development of the infant cereal business. As the daughter of a charity doctor, she recognised the potential of the new invention. Her great person commitment and dedication helped expand the family business far beyond the borders of Switzerland.

The Nestlé trademark (1868)

Gifted with a strong instinct for marketing, Henri Nestlé recognised the importance of branding from the very beginning. His logo, which features baby birds being fed in a nest, was based on his family's crest. That initial image has been updated over the years, yet it still remains the recognisable and distinctive logo of Nestlé today.



Meeting demand with milk deliveries  
 In the early days of production, Henri Nestlé bought the milk he needed each morning.

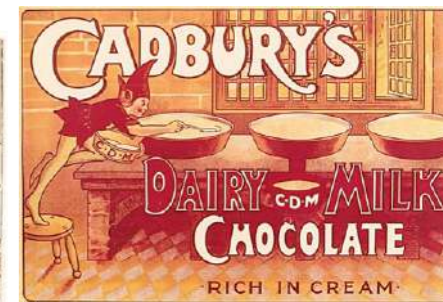
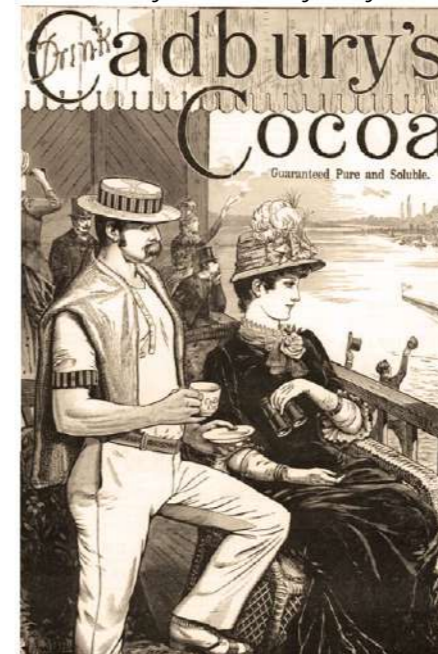
By the summer of 1869, two years after launching Farine Lactée, this was no longer practical. He then decided to buy his supplies from a milk collection centre in a small village near Vevey. It was delivered by horse and cart direct to his factory.



A portrait of Henri Nestlé (1867)  
 Henri Nestlé started as a pharmacist's apprentice. In the late 1860s, troubled by the high infant death rate, he used his scientific knowledge to create an infant formula. By the time he was 60, the Nestlé company was an international success, and his milk-based baby food, Farine Lactée, was being sold across five continents.

[www.nestle.com/about/history/company-founder-henri-nestle](http://www.nestle.com/about/history/company-founder-henri-nestle)

[www.cadbury.co.za/cadbury-story#](http://www.cadbury.co.za/cadbury-story#)



John Cadbury, Cadbury's founder



1938. The original Cadbury factory is completed in Port Elizabeth, South Africa. With the factory completed, the first moulded chocolate slabs started to roll off the production lines.



1950. The Cadbury factory expands  
 The factory expansion included a new laboratory and an engineer's office. At this time the factory also started producing the highly successful Flake chocolate, which would soon become one of South Africa's favourites.



## Sustainability

Cocoa is usually grown by smallholder farmers on farms averaging 2 to 4 hectares in size. It is found in hot and humid regions, mostly in West Africa (Côte d'Ivoire and Ghana), Latin America (Ecuador) and South East Asia (Indonesia). There are three main varieties of cocoa trees: Criollo, Trinitario and Forastero (Amelonado).

For a full description of the growing, harvesting, pod breaking, fermentation & drying, sourcing & marketing, packing & shipment, roasting & grinding processes, manufacturing & distribution – and right up to retail, go to ...

[https://worldcocoafoundation.org/from-bean-to-bar#:~:text=Growing%20Cocoa%20Trees,South%20East%20Asia%20\(Indonesia\).](https://worldcocoafoundation.org/from-bean-to-bar#:~:text=Growing%20Cocoa%20Trees,South%20East%20Asia%20(Indonesia).)



World Cocoa Foundation (WCF) and the Proforest logos



## COCOA & FORESTS INITIATIVE (CFI) 2022 PROGRESS

### National Reports for Côte d'Ivoire and Ghana

Unless otherwise stated, all information and photos on this page attributed to: <https://worldcocoafoundation.org>



**CFI Signatories** recommitted with a revised strategy and new multi-year plans until 2025

**Satellite monitoring** shows deforestation is not yet structurally declining



Lindt & Sprüngli: [www.farming-program.com/en/](https://www.farming-program.com/en/)



In Côte d'Ivoire and Ghana well over **100 000 Ha** of forests were restored

**National traceability systems** are piloted

**12.4 million** multipurpose tree seedlings distributed by industry

**85%** of direct supply traceable to plot level

