



ISM Middle East 2025

Africa Rising: The Trade Opportunity in the Continent



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What you will discover in this report

As the official Knowledge Partner of ISM Middle East, Innova Market Insights brings global intelligence and data-driven foresight to the region's leading trade platform for sweets and snacks. This report explores Africa's growing role in the global confectionery and snack industry and offers key insights for manufacturers, buyers and exporters looking to better understand future opportunities.



What to expect:

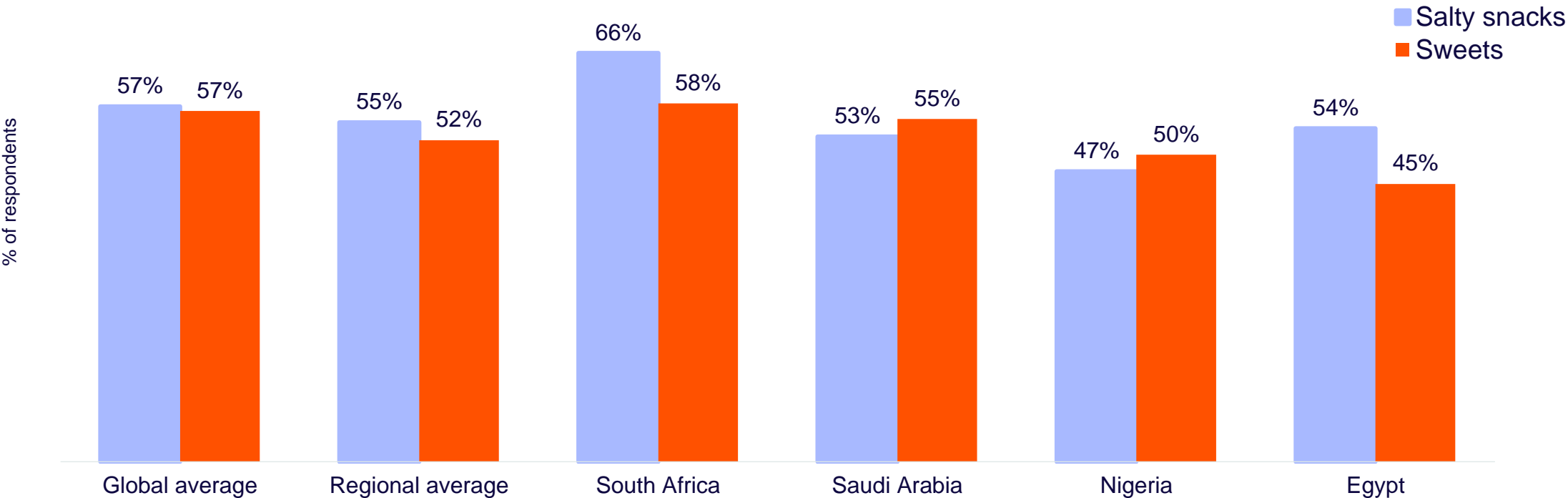
- Key **consumption patterns** across leading African markets, including **Nigeria, Egypt, South Africa**, and **Algeria**
- Innovation **trends in sweets and snacks**, from halal and gluten-free claims to indulgent flavors and localized formats
- **Fastest-growing** product **subcategories** and the regional nuances driving demand
- Strategic recommendations on **flavor development**, **clean-label positioning**, and **consumer experience** targeting
- **Emerging opportunities** in seasonal innovation, health-conscious offerings, and culturally relevant packaging

Whether you're expanding into new markets or refining your export strategy, this report delivers essential intelligence to help you unlock Africa's rising potential only at ISM Middle East.

Snack and sweet uptake can vary widely across Africa

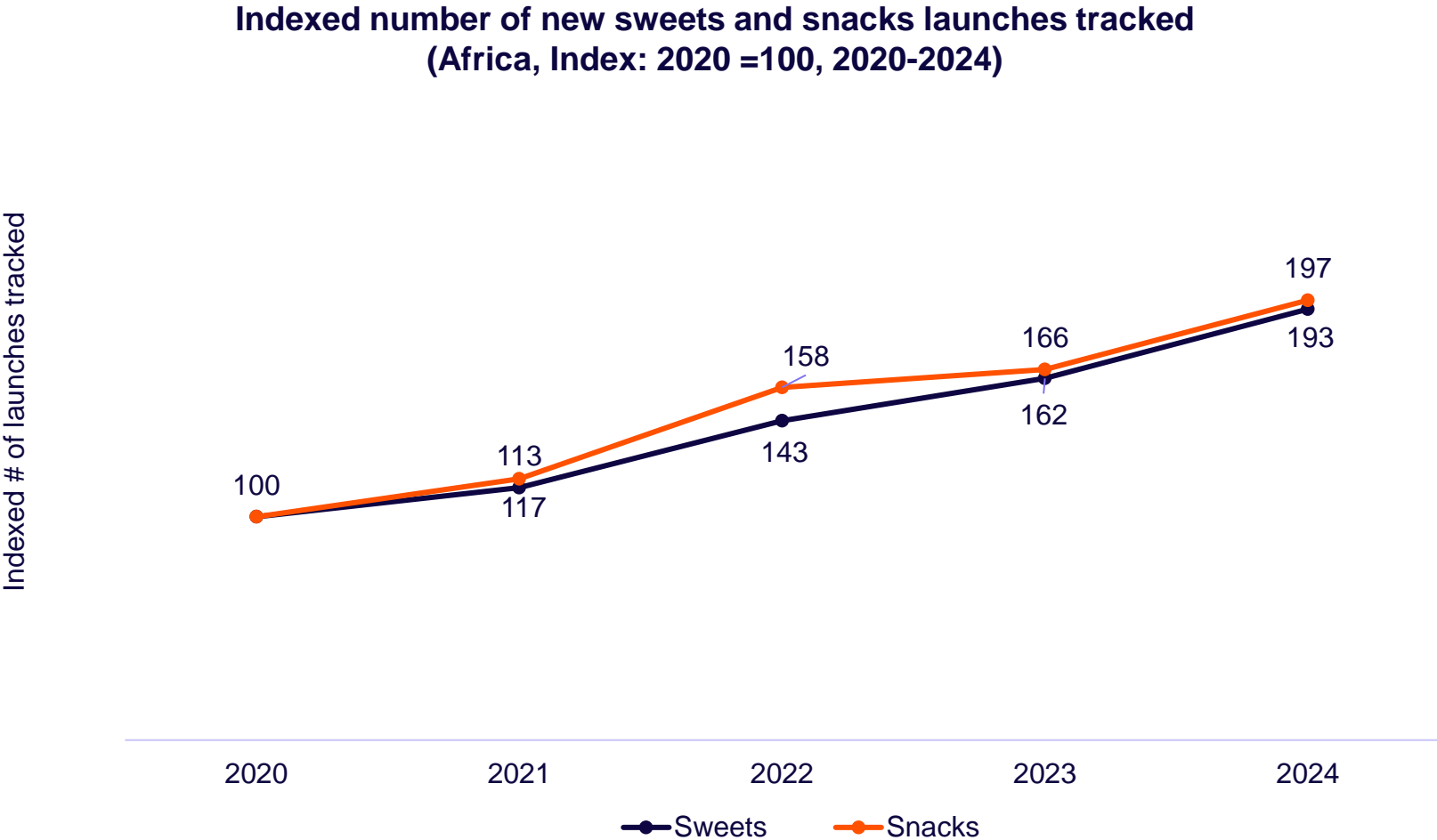
Which of these products have you purchased in the past 12 months? (2024)

Consumption of snacks & sweets in Africa can differ quite widely from country to country. For example, South Africans over-index the global average, but in other parts of Africa, including Nigeria and Egypt, purchasing is below the global average.



Source: Innova Category Survey 2024 (Global average of 35 countries)

New sweet and snack launched tracked are showing growth in Africa



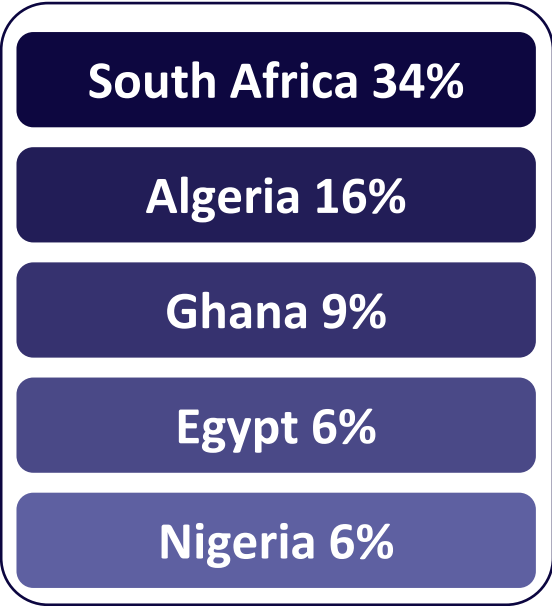
CAGR 2020-2024 (Africa)



Source: Innova Database
Notes: Sweet innovation include cakes – pastries & sweet goods, sweet biscuits/cookies, confectionery, desserts & ice cream; snack innovation include all snack subcategories and savory biscuits/crackers; CAGR is compound annual growth rate

South Africa is the top country for new launches in sweets and snacks, but Algeria and Cameroon showing growth

Top countries as a % of new **sweet** launches tracked (Africa, 2024)



Algeria showing high growth in **sweet** innovation with a CAGR of **+80%** (2020-2024)



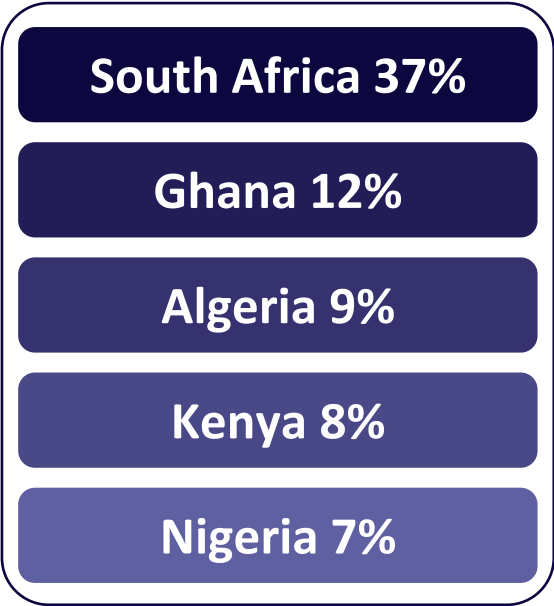
Algeria, May 2025

Cameroon showing high growth in **snack** innovation with a CAGR of **+61%** (2020-2024)



Cameroon, Jan 2025

Top countries as a % of new **snack** launches tracked (Africa, 2024)



Source: Innova Database

Sweet biscuits/cookies lead in sweet launches, but other sugar confectionery such as Turkish delights are growing

Top subcategories

- Sweet biscuits/cookies 29%
- Cakes – pastries & sweet goods 11%
- Chocolate blocks 9%



Egypt, Mar 2025



South Africa,
Apr 2025

Fastest growing subcategories

- Other sugar confectionery +32%
- Ambient desserts +25%
- Cakes – pastries & sweet goods +24%



Algeria, May 2025



Egypt,
May 2025

Source: Innova Database

Note: Top subcategories as a % of new sweet launches tracked in Africa (2024); Top fastest growing subcategories of new sweet launches tracked in Africa (CAGR 2020-2024)

1 in 5 snack launches in Africa are potato-based snacks; wheat & other grain-based snacks are gaining traction

Top subcategories (2024)

- Potato based snacks 20%
- Snack nuts & seeds 18%
- Savory biscuits/crackers 15%

Fastest growing subcategories

- Wheat & other grain-based snacks +29%
- Snack nuts & seeds +28%
- Savory biscuits/crackers +25%

Sour cream & onion **potato chips**



Egypt, May 2025

Crunchy Ethiopian **teff snacks**
cinnamon flavor



Ethiopia, Apr 2025

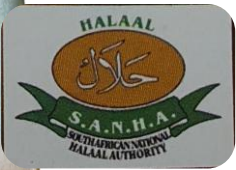
Source: Innova Database

Note: Top subcategories as a % of new snack launches tracked in Africa (2024); Top fastest growing subcategories of new snack launches tracked in Africa (CAGR 2020-2024)

Halal is the top claim for sweet and snack launches in Africa

Top claims as a % of new **sweet** launches tracked (Africa, 2024)

Halal	52%
Vegetarian	24%
No additives/preservatives	19%
Gluten free	12%
Kosher	10%



South Africa,
May 2025



Ethiopia,
May 2025



Top claims as a % of new **snack** launches tracked (Africa, 2024)

Halal	45%
No additives/preservatives	28%
Vegetarian	25%
Gluten free	19%
High/source of fiber	18%

Source: Innova Database
Note: Claims include health and choice claims

Beyond halal claims, watch out for growing innovation in gluten-free and high protein products

Gluten free is the top fastest growing claim for **sweet innovations** in Africa, with an average annual growth rate of **+36%** (2020-2024).

High/source of protein is the top fastest growing claim for **snack innovations** in Africa, with an average annual growth rate of **+35%** (2020-2024).



Egypt,
Apr 2025



Egypt,
May 2025

No added sugar claims open doors for sweeteners and fruit-based solutions

No added sugar claims in sweet innovation showed a growth of +40% in the last 5 years (Africa, 2020-2024)

Oat cookies sweetened with maltitol



Ghana, Apr 2025

Milk chocolate sweetened with monk fruit



Egypt, Jan 2025

Gummies with no added sugar, sweetened with apple & mixed berries



South Africa, Oct 2024

Well known flavors remain at the top for sweet and snack launches

Top flavors as a % of sweets & snack launches tracked in Africa (2024)

Sweets

Milk chocolate

Strawberry

Vanilla



Chocolate cream filled cookies

Ghana, May 2025

Snacks

Salty

Cheese

BBQ

Assorted potato snacks
with **savory and salty**
flavor

South Africa, Apr 2025



Fruity, chocolatey and nutty flavors are showing growth in sweet innovations

Green apple +60%*



Tunisia, Apr 2025

Dark chocolate +32%



South Africa, May 2025

Almond +31%



Algeria, May 2025

Source: Innova Database

Note: *Fastest growing flavors for new sweet launches tracked in Africa (CAGR, 2020-2024) ; flavors <10 launches per year were excluded

In snacks, seasonings and exotic flavors are showing growth

Salty +72%*



Algeria, May 2025

Sour cream & onion +31%



Egypt, May 2025

Sweet chili +29%



Senegal, Apr 2025

Source: Innova Database
Notes: *Fastest growing flavors for new savory launches tracked in Africa (CAGR, 2020-2024); flavors <10 launches per year were excluded

Western sauces and dishes are inspiring more innovations in snacks in Africa

Barbecue



Egypt, Aug 2024

Pizza flavored



Ethiopia, May 2025

Ketchup



Egypt, May 2025

What's next?



Tap into on trend-favors from at home and abroad

Flavor development in Africa shows significant influences from foreign markets in the west, but local taste profiles are still of interest to some innovators. **Take flavor inspiration from both international and local taste** concepts and build on these with added-value adjustments.



Real and natural ingredients

Consumers are increasingly seeking food and beverage free from artificial additives, preservatives, and processed ingredients, opting for choices with minimally processed components. There is increasing demand for **natural, minimally processed** snacks and sweets with a focus on **trusted, high-quality products**.



Concentrate on the experience

Consumers tend to value the emotional benefits of snacking more than any physical impact it might offer. Target the snack experience through **the delivery of new tastes, textures and shapes, unusual ingredients and fun promotions**.

Exploring opportunities through our 360 insights



NEW PRODUCT DATABASE

Track thousands of products. Benefit from the detailed analysis using solid data.



EXPERT REPORTS

Specialist analysis and future perspectives, from macro-level to detailed analysis.



CONSUMER INSIGHTS

We capture 35 million data points annually, thanks to our series of global surveys.



CUSTOM PROJECTS

Our team of consultants can help you identify opportunities for your business.

Let us tell you what we can do for you by reaching out to us at
contact@innovami.com



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