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Lifeway Foods announces kefir distribution in South AfricaÂ

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Lifeway Foods, a leading U.S. manufacturer of kefir and fermented probiotic products, announced the brand's first expansion of kefir distribution in the South African market. The offering of Lifeway Kefir and ProBugs, exported from the United States, is currently shipping and available on shelves. The retailers will be a mix of independent and health food stores, along with limited initial placements at established chains such as Pick n Pay and Shoprite.

"We are excited to introduce the U.S. kefir leader to consumers in South Africa," said Lifeway President and CEO Julie Smolyansky. "Lifeway is taking a thoughtful approach to global expansion and seeking out markets that are primed for success and can be accessed without major capital investment. The trends around cultured dairy drinkables have never been better, and I look forward to strategically building the Lifeway business worldwide."

According to Global Market Insights, the global kefir market is projected to grow at a CAGR of over 6.3 per cent and reach $4.9 billion by 2032.