



Fresh Food in South Africa

April 2026

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Fresh Food in South Africa

EXECUTIVE SUMMARY

Growth increasingly constrained by acute supply-side pressures

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Affordability and heightened health awareness influence consumers' choices

Increasingly polarised market

WHAT'S NEXT?

Modest growth, with several challenges remaining prevalent

Home cooking will continue to underpin demand for fresh food

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Supermarkets lead, offering broad assortments, competitive pricing and convenience

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INDUSTRY PERFORMANCE

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Increasingly polarised market

WHAT'S NEXT?

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INDUSTRY PERFORMANCE

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[Meat in South Africa](#)

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INDUSTRY PERFORMANCE

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2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

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KEY DATA FINDINGS

2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

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Starchy Roots in South Africa

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2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

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Sugar and Sweeteners in South Africa

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[Vegetables in South Africa](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

Affordability and health considerations drive growth in 2025
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