



Fruits in South Africa

April 2026

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Fruits in South Africa - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Demand for healthy, natural products continues to underpin the category

INDUSTRY PERFORMANCE

Consumers are spoilt for choice, benefiting from strong local production

Branding is increasingly widespread and a key value-creation lever

PROSPECTS AND OPPORTUNITIES

Rising awareness of nutrition and wellbeing strengthens the appeal of fresh fruit

Consumers to prioritise essential, everyday fruit that delivers reliability and value

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Fresh Food in South Africa - Industry Overview

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Growth increasingly constrained by acute supply-side pressures

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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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