



Nuts in South Africa

April 2026

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Nuts in South Africa - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth supported by nuts' reputation as a healthy and convenient snack

INDUSTRY PERFORMANCE

Demand underpinned by growing health awareness

Cost considerations continue to shape consumer choices

WHAT'S NEXT?

Mounting pressure from alternative snacks and affordability constraints

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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

Flexibility, convenience and familiarity support small local grocers' strong footfall

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