



# Pulses in South Africa

April 2026

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## Pulses in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Strong growth supported by pulses' affordability, nutritional value and convenience

#### INDUSTRY PERFORMANCE

Rising demand for affordable and flexible protein options amid rising food prices

Pulses appeal to both budget-conscious and health-focused consumers

#### WHAT'S NEXT?

Persistent economic pressure, rising fibre awareness, and the versatility of pulses to sustain solid volume growth

Shift toward whole, minimally processed ingredients supports demand for pulses

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## [Fresh Food in South Africa - Industry Overview](#)

### 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

#### CHANNELS

Supermarkets lead, offering broad assortments, competitive pricing and convenience

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

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