



# Meat in South Africa

April 2026

Table of Contents

## Meat in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Affordability concerns, convenience and product quality influence purchasing decisions

#### INDUSTRY PERFORMANCE

Impact of supply-side disruptions and affordability pressures

Meat consumption shaped by affordability concerns, supply volatility and evolving consumer preferences

#### WHAT'S NEXT?

Improved outlook with government and industry efforts to stabilise supply and curb disease outbreaks

Cost concerns, health awareness and convenience influence consumption patterns

Summary 1 - Major Processors of Meat 2025

### CATEGORY DATA

Table 1 - Total Sales of Meat by Category: Total Volume 2020-2025

Table 2 - Total Sales of Meat by Category: % Total Volume Growth 2020-2025

Table 3 - Retail Sales of Meat by Category: Volume 2020-2025

Table 4 - Retail Sales of Meat by Category: % Volume Growth 2020-2025

Table 5 - Retail Sales of Meat by Category: Value 2020-2025

Table 6 - Retail Sales of Meat by Category: % Value Growth 2020-2025

Table 7 - Retail Sales of Meat by Packaged vs Unpackaged: % Volume 2020-2025

Table 8 - Forecast Sales of Meat by Category: Total Volume 2025-2030

Table 9 - Forecast Sales of Meat by Category: % Total Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Meat by Category: Volume 2025-2030

Table 11 - Forecast Retail Sales of Meat by Category: % Volume Growth 2025-2030

Table 12 - Forecast Retail Sales of Meat by Category: Value 2025-2030

Table 13 - Forecast Retail Sales of Meat by Category: % Value Growth 2025-2030

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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

### MARKET DATA

Table 14 - Total Sales of Fresh Food by Category: Total Volume 2020-2025

Table 15 - Total Sales of Fresh Food by Category: % Total Volume Growth 2020-2025

Table 16 - Retail Sales of Fresh Food by Category: Volume 2020-2025

Table 17 - Retail Sales of Fresh Food by Category: % Volume Growth 2020-2025

Table 18 - Retail Sales of Fresh Food by Category: Value 2020-2025

Table 19 - Retail Sales of Fresh Food by Category: % Value Growth 2020-2025

Table 20 - Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2020-2025

Table 21 - Retail Distribution of Fresh Food by Format: % Volume 2020-2025

Table 22 - Forecast Total Sales of Fresh Food by Category: Total Volume 2025-2030

Table 23 - Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2025-2030

Table 24 - Forecast Retail Sales of Fresh Food by Category: Volume 2025-2030

Table 25 - Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2025-2030

Table 26 - Forecast Retail Sales of Fresh Food by Category: Value 2025-2030

Table 27 - Forecast Retail Sales of Fresh Food by Category: % Value Growth 2025-2030

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## SOURCES

Summary 2 - Research Sources

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