



Starchy Roots in South Africa

April 2026

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Starchy Roots in South Africa - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordability and health trend drive growth in 2025

INDUSTRY PERFORMANCE

Affordable, filling staples appeal during a time of cost-of-living pressures

Potato premiumisation

WHAT'S NEXT?

Starchy roots to remain firmly embedded in consumers' diets

Evolving health and lifestyle demands set to benefit the category

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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

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