



Euromonitor
International

Cooking Ingredients and Meals in South Africa

November 2025

Table of Contents

Cooking Ingredients and Meals in South Africa

EXECUTIVE SUMMARY

Rise in home cooking boosts demand

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Health and convenience trends provide growth stimulus

Price hikes and evolving cooking habits impact edible oils

High cost of living weighs on purchasing decisions driving value choices

WHAT'S NEXT?

Prevalence of home cooking will nurture category performance

Brands to seek new ways to create value as price competition becomes unsustainable

Strong growth potential ahead for retail e-commerce

COMPETITIVE LANDSCAPE

Tiger Consumer Brands Ltd holds a slim lead in fragmented landscape

Unilever South Africa (Pty) Ltd is a well-established player with familiar brands

CHANNELS

Supermarkets take a decisive lead

Small local grocers still play a crucial role

On-demand delivery services support development of retail e-commerce

MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2020-2025

Table 8 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Edible Oils in South Africa

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sunflower oil benefits from consumer price-sensitivity

INDUSTRY PERFORMANCE

Households switch to more affordable seed oils

Sunflower oil gains ground amid price sensitivity and promotions

WHAT NEXT?

Hybrid edible oils are expected to gain prominence
Olive oil to retain appeal among higher-income groups
New food labelling requirements are still pending

COMPETITIVE LANDSCAPE

Cape Oil & Margarine (Pty) Ltd leads with affordable brands
Private label achieves dynamic growth over 2025

CHANNELS

Supermarkets boost share of edible oils with targeted promotional tactics

CATEGORY DATA

Table 13 - Sales of Edible Oils by Category: Volume 2020-2025
Table 14 - Sales of Edible Oils by Category: Value 2020-2025
Table 15 - Sales of Edible Oils by Category: % Volume Growth 2020-2025
Table 16 - Sales of Edible Oils by Category: % Value Growth 2020-2025
Table 17 - NBO Company Shares of Edible Oils: % Value 2021-2025
Table 18 - LBN Brand Shares of Edible Oils: % Value 2022-2025
Table 19 - Distribution of Edible Oils by Format: % Value 2020-2025
Table 20 - Forecast Sales of Edible Oils by Category: Volume 2025-2030
Table 21 - Forecast Sales of Edible Oils by Category: Value 2025-2030
Table 22 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030
Table 23 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Meals and Soups in South Africa](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Private label products appeal with wide range and promotional deals

INDUSTRY PERFORMANCE

Consumers are enticed by quick and affordable meals and soups
Frozen pizza entices budget-conscious shoppers

WHAT NEXT?

Convenience factor will drive sales as lifestyles evolve
Health and nutritional benefits will feature widely in new products
New food labelling regulations could pose challenges

COMPETITIVE LANDSCAPE

Unilever Group maintains lead with stronghold in dry soup category
Private label strengthens position with innovative product developments

CHANNELS

Supermarkets garner strong position with affordable and health-conscious meal solutions

CATEGORY DATA

Table 24 - Sales of Meals and Soups by Category: Volume 2020-2025
Table 25 - Sales of Meals and Soups by Category: Value 2020-2025
Table 26 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025
Table 27 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 28 - Sales of Chilled Ready Meals by Ethnicity: % Value 2020-2025
Table 29 - Sales of Frozen Ready Meals by Ethnicity: % Value 2020-2025
Table 30 - Sales of Soup by Leading Flavours: Rankings 2020-2025
Table 31 - NBO Company Shares of Meals and Soups: % Value 2021-2025
Table 32 - LBN Brand Shares of Meals and Soups: % Value 2022-2025
Table 33 - Distribution of Meals and Soups by Format: % Value 2020-2025
Table 34 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030
Table 35 - Forecast Sales of Meals and Soups by Category: Value 2025-2030
Table 36 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030
Table 37 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Sauces, Dips and Condiments in South Africa](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales benefit from home cooking trend but price-sensitivity persists

INDUSTRY PERFORMANCE

Home cooking trend supports sales of basic ingredients

Pasta sauces enjoy healthy growth in 2025

WHAT NEXT?

Importance of home cooking will support category growth

Health and wellness trends will drive product reformulations

New food labelling regulations are being considered

COMPETITIVE LANDSCAPE

Unilever Group edges forward in 2025

Private label extends its prominence with greater product diversity

CHANNELS

Supermarkets increase share by delivering value and innovation to shoppers

CATEGORY DATA

Table 38 - Sales of Sauces, Dips and Condiments by Category: Volume 2020-2025
Table 39 - Sales of Sauces, Dips and Condiments by Category: Value 2020-2025
Table 40 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2020-2025
Table 41 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2020-2025
Table 42 - Sales of Liquid Recipe Sauces by Type: % Value 2020-2025
Table 43 - Sales of Other Sauces and Condiments by Type: Rankings 2020-2025
Table 44 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2021-2025
Table 45 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2022-2025
Table 46 - Distribution of Sauces, Dips and Condiments by Format: % Value 2020-2025
Table 47 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2025-2030
Table 48 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2025-2030
Table 49 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2025-2030
Table 50 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Sweet Spreads in South Africa](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordable private label products appeal

INDUSTRY PERFORMANCE

School lunch occasions and nutritious choices drive moderate growth in sweet spreads

The health agenda spurs dynamism in nut and seed-based spreads

WHAT NEXT?

Modest outlook for sweet spreads as consumption occasions expand

Smoothie culture offers growth prospects for sweet spreads containing healthy fats and natural sugars

New food labelling is a possibility in the upcoming period

COMPETITIVE LANDSCAPE

Tiger Consumer Brands Ltd leads the sweet spreads category

Private label extends its lead in sweet spreads

CHANNELS

Supermarket channel dominates in sweet spreads

Growing trust in retail e-commerce amid expansion of on-demand delivery platforms

CATEGORY DATA

Table 51 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 52 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 53 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 54 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 55 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 56 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 57 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 58 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 59 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 60 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 61 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 62 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cooking-ingredients-and-meals-in-south-africa/report.