

# Fruits in South Africa

January 2025

Table of Contents

# Fruits in South Africa - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Mixed performance for fruits during the year Frooties launched by Shoprite Checkers, offering child-friendly fruit snacks

## PROSPECTS AND OPPORTUNITIES

Affordability remains a key priority for fresh fruit sales Optimistic outlook as consumers incorporate higher fruit content into their diets Summary 1 - Major Processors of Fruits 2024

## CATEGORY DATA

Table 1 - Total Sales of Fruits by Category: Total Volume 2019-2024
Table 2 - Total Sales of Fruits by Category: % Total Volume Growth 2019-2024
Table 3 - Retail Sales of Fruits by Category: Volume 2019-2024
Table 4 - Retail Sales of Fruits by Category: % Volume Growth 2019-2024
Table 5 - Retail Sales of Fruits by Category: Value 2019-2024
Table 6 - Retail Sales of Fruits by Category: % Value Growth 2019-2024
Table 7 - Retail Sales of Fruits by Packaged vs Unpackaged: % Volume 2019-2024
Table 8 - Forecast Total Sales of Fruits by Category: Total Volume 2024-2029
Table 9 - Forecast Retail Sales of Fruits by Category: % Total Volume Growth 2024-2029
Table 10 - Forecast Retail Sales of Fruits by Category: % Volume Growth 2024-2029
Table 11 - Forecast Retail Sales of Fruits by Category: % Volume Growth 2024-2029
Table 12 - Forecast Retail Sales of Fruits by Category: Value 2024-2029
Table 13 - Forecast Retail Sales of Fruits by Category: % Volume Growth 2024-2029

#### Fresh Food in South Africa - Industry Overview

# EXECUTIVE SUMMARY

Fresh food in 2024: The big picture 2024 key trends Retailing developments What next for fresh food?

#### MARKET DATA

Table 14 - Total Sales of Fresh Food by Category: Total Volume 2019-2024
Table 15 - Total Sales of Fresh Food by Category: % Total Volume Growth 2019-2024
Table 16 - Retail Sales of Fresh Food by Category: Volume 2019-2024
Table 17 - Retail Sales of Fresh Food by Category: % Volume Growth 2019-2024
Table 18 - Retail Sales of Fresh Food by Category: Value 2019-2024
Table 19 - Retail Sales of Fresh Food by Category: % Value Growth 2019-2024
Table 20 - Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2019-2024
Table 21 - Retail Distribution of Fresh Food by Category: Total Volume 2019-2024
Table 22 - Forecast Total Sales of Fresh Food by Category: Total Volume 2024-2029
Table 23 - Forecast Retail Sales of Fresh Food by Category: Wolume 2024-2029
Table 24 - Forecast Retail Sales of Fresh Food by Category: Wolume 2024-2029
Table 25 - Forecast Retail Sales of Fresh Food by Category: Wolume Growth 2024-2029
Table 26 - Forecast Retail Sales of Fresh Food by Category: Wolume Growth 2024-2029
Table 27 - Forecast Retail Sales of Fresh Food by Category: Wolume Growth 2024-2029
Table 27 - Forecast Retail Sales of Fresh Food by Category: Wolume Growth 2024-2029
Table 26 - Forecast Retail Sales of Fresh Food by Category: Wolume Growth 2024-2029
Table 27 - Forecast Retail Sales of Fresh Food by Category: Wolume Growth 2024-2029

#### 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/fruits-in-south-africa/report.