

Processed Fruit and Vegetables in South Africa

December 2024

Table of Contents

Processed Fruit and Vegetables in South Africa - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Shelf stable beans enjoys robust growth through retail and foodservice as an affordable source of protein Affordable options from private label continue to attract price-sensitive consumers Increased import tariffs remain in place to protect local potato farmers

PROSPECTS AND OPPORTUNITIES

Consumers set to continue focusing on affordability to stretch household budgets

Home-cooking trend and leftovers culture expected to continue

Brands expected to leverage social media to increase consumer awareness and drive sales

CATEGORY DATA

- Table 1 Sales of Processed Fruit and Vegetables by Category: Volume 2019-2024
- Table 2 Sales of Processed Fruit and Vegetables by Category: Value 2019-2024
- Table 3 Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2019-2024
- Table 4 Sales of Processed Fruit and Vegetables by Category: % Value Growth 2019-2024
- Table 5 Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2019-2024
- Table 6 NBO Company Shares of Processed Fruit and Vegetables: % Value 2020-2024
- Table 7 LBN Brand Shares of Processed Fruit and Vegetables: % Value 2021-2024
- Table 8 Distribution of Processed Fruit and Vegetables by Format: % Value 2019-2024
- Table 9 Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2024-2029
- Table 10 Forecast Sales of Processed Fruit and Vegetables by Category: Value 2024-2029
- Table 11 Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2024-2029
- Table 12 Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2024-2029

Staple Foods in South Africa - Industry Overview

EXECUTIVE SUMMARY

Staple foods in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

- Table 13 Sales of Staple Foods by Category: Volume 2019-2024
- Table 14 Sales of Staple Foods by Category: Value 2019-2024
- Table 15 Sales of Staple Foods by Category: % Volume Growth 2019-2024
- Table 16 Sales of Staple Foods by Category: % Value Growth 2019-2024
- Table 17 NBO Company Shares of Staple Foods: % Value 2020-2024
- Table 18 LBN Brand Shares of Staple Foods: % Value 2021-2024
- Table 19 Penetration of Private Label by Category: % Value 2019-2024
- Table 20 Distribution of Staple Foods by Format: % Value 2019-2024
- Table 21 Forecast Sales of Staple Foods by Category: Volume 2024-2029
- Table 22 Forecast Sales of Staple Foods by Category: Value 2024-2029
- Table 23 Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029
- Table 24 Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

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