



Supermarkets in South Africa

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Supermarkets benefits from dynamic operating environment
- Pick 'n' Pay makes a U-turn on QualiSave
- On-demand delivery expand to meet demand for convenience

PROSPECTS AND OPPORTUNITIES

- Supermarkets to continue expansion as economy recovers
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- Expansion of dark stores likely to boost on-demand delivery services

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Retail in South Africa - Industry Overview

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- Retail in 2024: The big picture
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- SARS introduces new regulation for cross-border e-commerce
- What next for retail?

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