



Euromonitor
International

Pulses in South Africa

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Strong growth supported by pulses' affordability, nutritional value and convenience

INDUSTRY PERFORMANCE

Rising demand for affordable and flexible protein options amid rising food prices

Pulses appeal to both budget-conscious and health-focused consumers

WHAT'S NEXT?

Persistent economic pressure, rising fibre awareness, and the versatility of pulses to sustain solid volume growth

Shift toward whole, minimally processed ingredients supports demand for pulses

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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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Supermarkets lead, offering broad assortments, competitive pricing and convenience

Flexibility, convenience and familiarity support small local grocers' strong footfall

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