



Processed Fruit and Vegetables in South Africa

March 2026

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Processed Fruit and Vegetables in South Africa - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience and value drive growth

INDUSTRY PERFORMANCE

Demand remains robust amid budget pressures

Frozen processed vegetables leads growth

WHAT'S NEXT?

Processed fruit and vegetables to maintain its upward trajectory

Health and functional nutrition will increasingly shape consumer preferences

New food labelling regulations await implementation

COMPETITIVE LANDSCAPE

Tiger maintains leadership

Private label drives growth

CHANNELS

Supermarkets remains dominant channel

Small local grocers channel gains ground

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Staple Foods in South Africa - Industry Overview

EXECUTIVE SUMMARY

Home cooking, price sensitivity and digital channels drive staple foods sales

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Staple food sales strengthen as home cooking dominates consumer habits

Rice, pasta and noodles benefit from shift towards affordable meal solutions

Price sensitivity shapes consumer choices

WHAT'S NEXT?

Steady growth expected as home cooking remains central

Retailers to seek alternative strategies as heavy promotions become unsustainable

E-commerce set for strong expansion

COMPETITIVE LANDSCAPE

Tiger Brands maintains leadership through broad portfolio and operational streamlining

Private label captures consumer attention

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Small local grocers benefit from widespread presence

E-commerce is fastest-growing channel

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