



Meat in South Africa

April 2026

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Meat in South Africa - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordability concerns, convenience and product quality influence purchasing decisions

INDUSTRY PERFORMANCE

Impact of supply-side disruptions and affordability pressures

Meat consumption shaped by affordability concerns, supply volatility and evolving consumer preferences

WHAT'S NEXT?

Improved outlook with government and industry efforts to stabilise supply and curb disease outbreaks

Cost concerns, health awareness and convenience influence consumption patterns

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Fresh Food in South Africa - Industry Overview

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Growth increasingly constrained by acute supply-side pressures

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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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