



Euromonitor
International

Starchy Roots in South Africa

April 2026

Table of Contents

Starchy Roots in South Africa - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordability and health trend drive growth in 2025

INDUSTRY PERFORMANCE

Affordable, filling staples appeal during a time of cost-of-living pressures

Potato premiumisation

WHAT'S NEXT?

Starchy roots to remain firmly embedded in consumers' diets

Evolving health and lifestyle demands set to benefit the category

Summary 1 - Major Processors of Starchy Roots 2025

CATEGORY DATA

Table 1 - Total Sales of Starchy Roots by Category: Total Volume 2020-2025

Table 2 - Total Sales of Starchy Roots by Category: % Total Volume Growth 2020-2025

Table 3 - Retail Sales of Starchy Roots by Category: Volume 2020-2025

Table 4 - Retail Sales of Starchy Roots by Category: % Volume Growth 2020-2025

Table 5 - Retail Sales of Starchy Roots by Category: Value 2020-2025

Table 6 - Retail Sales of Starchy Roots by Category: % Value Growth 2020-2025

Table 7 - Retail Sales of Starchy Roots by Packaged vs Unpackaged: % Volume 2020-2025

Table 8 - Forecast Total Sales of Starchy Roots by Category: Total Volume 2025-2030

Table 9 - Forecast Total Sales of Starchy Roots by Category: % Total Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Starchy Roots by Category: Volume 2025-2030

Table 11 - Forecast Retail Sales of Starchy Roots by Category: % Volume Growth 2025-2030

Table 12 - Forecast Retail Sales of Starchy Roots by Category: Value 2025-2030

Table 13 - Forecast Retail Sales of Starchy Roots by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Fresh Food in South Africa - Industry Overview

EXECUTIVE SUMMARY

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

CHANNELS

Supermarkets lead, offering broad assortments, competitive pricing and convenience

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

MARKET DATA

Table 14 - Total Sales of Fresh Food by Category: Total Volume 2020-2025

Table 15 - Total Sales of Fresh Food by Category: % Total Volume Growth 2020-2025

Table 16 - Retail Sales of Fresh Food by Category: Volume 2020-2025

Table 17 - Retail Sales of Fresh Food by Category: % Volume Growth 2020-2025

Table 18 - Retail Sales of Fresh Food by Category: Value 2020-2025

Table 19 - Retail Sales of Fresh Food by Category: % Value Growth 2020-2025

Table 20 - Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2020-2025

Table 21 - Retail Distribution of Fresh Food by Format: % Volume 2020-2025

Table 22 - Forecast Total Sales of Fresh Food by Category: Total Volume 2025-2030

Table 23 - Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2025-2030

Table 24 - Forecast Retail Sales of Fresh Food by Category: Volume 2025-2030

Table 25 - Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2025-2030

Table 26 - Forecast Retail Sales of Fresh Food by Category: Value 2025-2030

Table 27 - Forecast Retail Sales of Fresh Food by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/starchy-roots-in-south-africa/report.