



Euromonitor
International

Supermarkets in South Africa

May 2026

Table of Contents

Supermarkets in South Africa - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Strong Growth Despite Weak Consumer Confidence and Modest Economic Expansion

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Supermarkets

INDUSTRY PERFORMANCE

Strong Growth Despite Weak Consumer Confidence and Modest Economic Expansion

Chart 2 - Woolworths Unveils Its New Food Emporium

Artificial Intelligence and Experiential Retail Are Redefining How Supermarkets Compete and Deliver Value

Chart 3 - Checkers Pilots Its Checkers Xpress Smart Trolley

Chart 4 - Value Sales 2020-2030

Chart 5 - Analyst Insight for Supermarkets

WHAT'S NEXT?

Growth Is Set to Be Driven by Rising Middle-Income Demand, Expanding Competition, and Continued Format Innovation

Supermarkets Will Be Reshaped by Digitalisation, Sustainability, and Intensifying Competition

Chart 6 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Supermarkets Is Becoming More Concentrated as Shoprite Holdings Strengthens Its Dominance through Scale, Innovation, and Digital Leadership

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Supermarkets

Chart 10 - Real GDP Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Supermarkets

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Retail in South Africa - Industry Overview

EXECUTIVE SUMMARY

Cautious Resilience Amid Macroeconomic Pressure and Evolving Value-Driven Retail Dynamics

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Cautious Resilience Amid Macroeconomic Pressure and Evolving Value-Driven Retail Dynamics

Discounters and Supermarkets Capture Shoppers through Affordable Pricing

Chart 16 - Skubu redefines affordability in South Africa

Rapid E-Commerce Growth Is Driven by Convenience, Affordability, and Digital Platform Expansion

Chart 17 - The Checkers Website Brings Sixty60 to Millions of Users

Chart 18 - Value Sales 2020-2030

Chart 19 - Value Sales by Category 2025

Chart 20 - Analyst Insight for Retail

WHAT'S NEXT?

Supermarkets Will Expand Reach as Urbanisation Fuels Demand for Convenience

Retail E-Commerce Is Set to Accelerate as Digital Access Widens and Payment Security Improves

Niche Entrants Will Diversify Offerings as Consolidation Limits New Expansion Routes

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Shoprite Holdings Consolidates Its Leadership as South Africa's Retail Market Intensifies

Strategic Consolidation and Premiumisation Concepts Reshape Competition

Chart 23 - Woolworths Launches Its New Store Design in Tygervally

Chart 24 - Pantry Introduces Ultra-Luxury to South African Convenience Stores

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Summary 1 - Standard Opening Hours by Channel Type 2025

Seasonality

Christmas

Back to School

ECONOMIC CONTEXT

Chart 27 - Economic Context for Retail

Chart 28 - Real GDP Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Retail

Chart 31 - Population 2020-2030

Chart 32 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/supermarkets-in-south-africa/report.