



Euromonitor
International

Consumer Foodservice in South Africa

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EXECUTIVE SUMMARY

Convenience, cost pressures and consumer caution are key influences

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INDUSTRY PERFORMANCE

Macroeconomic stabilisation boosts performance as consumers remain price sensitive

Frictionless and omnichannel fulfilment gain strategic importance

Loyalty schemes play increasingly central role in consumer engagement

WHAT'S NEXT?

Convenience, digitalisation and evolving consumer habits will sustain growth

Technology and format innovation to drive competitive differentiation

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Famous Brands leads foodservice landscape

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Cafés thrive on daytime dining, convenience, and premium coffee

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Cafés/bars benefit from daytime dining boom

Juice/smoothie bars benefit from health and wellness trends

Specialist coffee and tea players seek to boost visibility through travel partnerships

WHAT'S NEXT?

Cafés to drive growth through daytime dining

Smaller formats, forecourt partnerships and mobile units set to gain traction

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Full-service restaurants record positive growth despite ongoing cost pressures

Pizza full-service restaurants register strong demand due to sharing appeal

Consumers prioritise value-for-money, fulfilment efficiency and meaningful social experiences

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[Consumer Foodservice By Location in South Africa](#)

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INDUSTRY PERFORMANCE

Record tourism numbers benefit foodservice outlets within travel locations

Standalone remains core driver, with chained operators seeking untapped areas to gain share

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