



Euromonitor
International

Eggs in South Africa

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Table of Contents

Eggs in South Africa - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordable and nutritious eggs remain relatively resilient in 2025

INDUSTRY PERFORMANCE

Bird flu encourages consumer switch to alternative protein sources

Eggs remain a staple in the diets of price-sensitive consumers

WHAT'S NEXT?

Eggs to remain a resilient and relevant category

Government and private sector interventions to mitigate the risk of avian flu

Summary 1 - Major Processors of Eggs 2025

CATEGORY DATA

Table 1 - Total Sales of Eggs: Total Volume 2020-2025

Table 2 - Total Sales of Eggs: % Total Volume Growth 2020-2025

Table 3 - Retail Sales of Eggs: Volume 2020-2025

Table 4 - Retail Sales of Eggs: % Volume Growth 2020-2025

Table 5 - Retail Sales of Eggs: Value 2020-2025

Table 6 - Retail Sales of Eggs: % Value Growth 2020-2025

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

Table 8 - Forecast Total Sales of Eggs: Total Volume 2025-2030

Table 9 - Forecast Total Sales of Eggs: % Total Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Eggs: Volume 2025-2030

Table 11 - Forecast Retail Sales of Eggs: % Volume Growth 2025-2030

Table 12 - Forecast Retail Sales of Eggs: Value 2025-2030

Table 13 - Forecast Retail Sales of Eggs: % Value Growth 2025-2030

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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

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SOURCES

Summary 2 - Research Sources

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