



Euromonitor  
International

# Nuts in South Africa

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## Nuts in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Growth supported by nuts' reputation as a healthy and convenient snack

#### INDUSTRY PERFORMANCE

Demand underpinned by growing health awareness

Cost considerations continue to shape consumer choices

#### WHAT'S NEXT?

Mounting pressure from alternative snacks and affordability constraints

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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

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