



Vegetables in South Africa

April 2026

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Vegetables in South Africa - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Vegetables benefit from their affordability, nutritional value and consistent availability

INDUSTRY PERFORMANCE

Affordability and health considerations drive growth in 2025

Demand supported by both value-seeking behaviour and evolving health perceptions

WHAT'S NEXT?

Vegetables to retain their appeal amid ongoing cost-of-living pressures

Rising health awareness and retailer effort ensure category resilience

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

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