



Fish and Seafood in South Africa

April 2026

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Fish and Seafood in South Africa - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Stronger demand for fish amid rising meat prices

INDUSTRY PERFORMANCE

Shift to fish at a time of heightened price sensitivity

Increasingly polarised market

WHAT'S NEXT?

Further expansion as affordability concerns persist and meat prices remain elevated

Increasingly polarised market, with affordability-driven mass demand coexisting alongside targeted premium growth

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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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