



Euromonitor
International

Staple Foods in South Africa

March 2026

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Staple Foods in South Africa

EXECUTIVE SUMMARY

Home cooking, price sensitivity and digital channels drive staple foods sales

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Staple food sales strengthen as home cooking dominates consumer habits

Rice, pasta and noodles benefit from shift towards affordable meal solutions

Price sensitivity shapes consumer choices

WHAT'S NEXT?

Steady growth expected as home cooking remains central

Retailers to seek alternative strategies as heavy promotions become unsustainable

E-commerce set for strong expansion

COMPETITIVE LANDSCAPE

Tiger Brands maintains leadership through broad portfolio and operational streamlining

Private label captures consumer attention

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E-commerce is fastest-growing channel

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Frozen baked goods leads growth

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Premium offerings will drive growth

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South Africa considers stricter food labelling rules

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INDUSTRY PERFORMANCE

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Muesli and granola leads growth

WHAT'S NEXT?

Volume sales will remain under pressure

Health and wellness will drive innovation

Changes to food labelling regulations await implementation

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Frozen processed vegetables leads growth

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Health and wellness trends will play increasingly important role

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Health and wellness trends impact consumer choices

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