



Euromonitor
International

Meals and Soups in South Africa

November 2025

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Meals and Soups in South Africa - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Private label products appeal with wide range and promotional deals

INDUSTRY PERFORMANCE

Consumers are enticed by quick and affordable meals and soups

Frozen pizza entices budget-conscious shoppers

WHAT NEXT?

Convenience factor will drive sales as lifestyles evolve

Health and nutritional benefits will feature widely in new products

New food labelling regulations could pose challenges

COMPETITIVE LANDSCAPE

Unilever Group maintains lead with stronghold in dry soup category

Private label strengthens position with innovative product developments

CHANNELS

Supermarkets garner strong position with affordable and health-conscious meal solutions

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Cooking Ingredients and Meals in South Africa - Industry Overview

EXECUTIVE SUMMARY

Rise in home cooking boosts demand

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Health and convenience trends provide growth stimulus

Price hikes and evolving cooking habits impact edible oils

High cost of living weighs on purchasing decisions driving value choices

WHAT'S NEXT?

Prevalence of home cooking will nurture category performance

Brands to seek new ways to create value as price competition becomes unsustainable
Strong growth potential ahead for retail e-commerce

COMPETITIVE LANDSCAPE

Tiger Consumer Brands Ltd holds a slim lead in fragmented landscape
Unilever South Africa (Pty) Ltd is a well-established player with familiar brands

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Supermarkets take a decisive lead
Small local grocers still play a crucial role
On-demand delivery services support development of retail e-commerce

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