



Euromonitor
International

Small Local Grocers in South Africa

May 2026

Table of Contents

Small Local Grocers in South Africa - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Growth Is Supported by Community Demand and Entrepreneurial Expansion

INDUSTRY PERFORMANCE

Growth Is Supported by Community Demand and Entrepreneurial Expansion

Value Chain Development and Manufacturer Focus Reshape the Channel

Chart 1 - Value Sales 2020-2030

Chart 2 - Analyst Insight for Small Local Grocers

WHAT'S NEXT?

Steady Growth Is Set to Be Supported by Government Funding and Formalisation Initiatives

Refill and Circular Economy Models Are Set to Reshape Sustainability in Small Local Grocers

Fintech and E-Commerce Will Accelerate Modernisation and Growth

Chart 3 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Highly Fragmented Structure Limits Dominance and Reinforces Localised Competition in Small Local Grocers

Chart 4 - Company Shares 2025

Chart 5 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 6 - Economic Context for Small Local Grocers

Chart 7 - Real GDP Growth 2020-2030

Chart 8 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 9 - Consumer Context for Small Local Grocers

Chart 10 - Population 2020-2030

Chart 11 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in South Africa - Industry Overview](#)

EXECUTIVE SUMMARY

Cautious Resilience Amid Macroeconomic Pressure and Evolving Value-Driven Retail Dynamics

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 12 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Cautious Resilience Amid Macroeconomic Pressure and Evolving Value-Driven Retail Dynamics

Discounters and Supermarkets Capture Shoppers through Affordable Pricing

Chart 13 - Skubu redefines affordability in South Africa

Rapid E-Commerce Growth Is Driven by Convenience, Affordability, and Digital Platform Expansion

Chart 14 - The Checkers Website Brings Sixty60 to Millions of Users

Chart 15 - Value Sales 2020-2030

Chart 16 - Value Sales by Category 2025

Chart 17 - Analyst Insight for Retail

WHAT'S NEXT?

Supermarkets Will Expand Reach as Urbanisation Fuels Demand for Convenience

Retail E-Commerce Is Set to Accelerate as Digital Access Widens and Payment Security Improves

Niche Entrants Will Diversify Offerings as Consolidation Limits New Expansion Routes

Chart 18 - Forecast Value Sales 2020-2030

Chart 19 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Shoprite Holdings Consolidates Its Leadership as South Africa's Retail Market Intensifies

Strategic Consolidation and Premiumisation Concepts Reshape Competition

Chart 20 - Woolworths Launches Its New Store Design in Tygervally

Chart 21 - Pantry Introduces Ultra-Luxury to South African Convenience Stores

Chart 22 - Company Shares 2025

Chart 23 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Summary 1 - Standard Opening Hours by Channel Type 2025

Seasonality

Christmas

Back to School

ECONOMIC CONTEXT

Chart 24 - Economic Context for Retail

Chart 25 - Real GDP Growth 2020-2030

Chart 26 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 27 - Consumer Context for Retail

Chart 28 - Population 2020-2030

Chart 29 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/small-local-grocers-in-south-africa/report.