

## **Fruits in South Africa**

Market Direction | 2022-12-22 | 20 pages | Euromonitor

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### **Report description:**

Rising food prices in 2022 are encouraging local consumers to search for more competitive fruit options as they continue to strive for healthy living that they can afford. Affordable fruits such as apples, bananas, oranges, and naartjies (similar to clementines) remain popular with many South Africans, while strawberries and blueberries are enjoying increasing demand from mid- to high-income consumers. Purchasing fruits as part of "combo" deals remain popular, as consumers focus on value for mon...

Euromonitor International's Fruits in South Africa report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data in volume terms 2017-2021, allowing you to identify the sectors driving growth. It offers strategic analysis of key factors influencing the market - be they new product developments, consumption patterns and distribution data. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Apples, Banana, Cherries, Cranberries/Blueberries, Grapefruit/Pomelo, Grapes, Kiwi Fruit, Lemon and Limes, Oranges, Tangerines and Mandarins, Other Fruits, Peaches/Nectarines, Pears/Quinces, Pineapple, Plums/Sloes, Strawberries.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Fruits market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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