

South Africa Fruits and Vegetables Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 100 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The fruits and vegetables market in South Africa is projected to register a CAGR of 6.9% during the forecast period (2022-2027).

The year 2020 was not very promising for many industries due to the COVID-19 pandemic. However, in the case of fruits and vegetables, the market witnessed a mixed impact. Initially, the market faced a supply crunch due to prolonged restrictions on the trade movements, loss of quality produces, hampered harvesting due to labor shortage, etc. However, on a positive note, the demand for fruits and vegetables increased due to consumers' growing preferences to eat healthy, immunity-boosting foods. Sales in the retail market increased on online and offline platforms.

The growing demand for derived products, such as fruit juices and jams, and the increasing consumer awareness about healthier alternatives, such as fruits and vegetables, are some of the factors driving the market's growth.

Favorable government initiatives in making free trade agreements with countries such as the United States, China, and Japan boost the regional exports of major fruits and vegetables.

South Africa Fruits & Vegetables Market Trends

Increase in Health Consciousness Among Consumers

The growing health consciousness among South African consumers has resulted in consumers spending more on healthier foods such as fruits and vegetables. According to a global health ranking, the country has been identified as one of the unhealthiest countries in the world. Due to health complications, South African consumers are switching to healthier alternatives, which is

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

reflected in the increased area harvested under organic farming, including fruits and vegetables. Organic fruits and vegetables are gaining popularity due to increased consumer concerns over the usage of chemical pesticides or fertilizers. With an increasing number of consumers switching to healthier alternatives, the demand for fruits and vegetables is projected to grow during the forecast period.

Rising Demand for Avocados by Export Markets

Avocado production in South Africa is an export-oriented industry aimed primarily at the European market, accounting for more than 50.0% of the total exports. The free trade agreement between the European Union and South Africa is promoting an increase in exports to the European Union. The climatic variability between the growing regions gives the industry the ability to produce avocados from the end of February to the beginning of September. In addition to exports, the domestic consumption of avocado has increased over the last few years, resulting in a rise in imports during the off-season. Fuerte avocado is the most commonly preferred avocado among South African consumers. About 40.0-45.0% of South Africa's avocados are exported, 10.0-15.0% are processed, and the rest are sold locally. With recent efforts from the South African government to provide market access to the United States, China, and Japan, the market for avocados is expected to grow during the forecast period.

South Africa Fruits & Vegetables Market Competitor Analysis

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

4.1 Market Overview

4.2 Market Drivers

4.3 Market Restraints

4.4 Value Chain Analysis

5 MARKET SEGMENTATION (Production Analysis, Consumption Analysis by Value and Volume, Import Analysis by Value and Volume, and Export Analysis by Value and Volume)

5.1 Vegetables

5.1.1 Production Analysis

5.1.2 Consumption Analysis

5.1.3 Import Analysis

5.1.4 Export Analysis

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

5.2 Fruits

5.2.1 Production Analysis

5.2.2 Consumption Analysis

5.2.3 Import Analysis

5.2.4 Export Analysis

6 PRICE TREND ANALYSIS - FRUITS AND VEGETABLES

6.1 Avocados

6.2 Banana

6.3 Grapes

6.4 Oranges

6.5 Apples

6.6 Lemons

6.7 Pineapple

6.8 Watermelon

6.9 Pears

6.10 Onions

6.11 Tomato

6.12 Carrots

6.13 Cabbage and Other Brassicas

6.14 Pumpkins

6.15 Potatoes

7 REGIONAL ANALYSIS

7.1 PESTLE Analysis

7.2 Value Chain Analysis

7.3 Government Policies and Regulations

8 COMPETITIVE ANALYSIS

8.1 Distribution Network and Retail Analysis

8.2 Company Profiles

9 MARKET OPPORTUNITIES AND FUTURE TRENDS

10 AN ASSESSMENT OF COVID-19 IMPACT ON THE MARKET

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

South Africa Fruits and Vegetables Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 100 pages | Mordor Intelligence

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-12"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com
www.scotts-international.com