

## **Consumer Foodservice in South Africa**

Market Direction | 2023-03-13 | 96 pages | Euromonitor

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### **Report description:**

Consumer foodservice in South Africa continued to rebound strongly in the wake of the pandemic, as restrictions were revoked in the country in June 2022. A ban on alcohol sales significantly impacted bars/pubs in particular over 2020-21, but the resumption of alcoholic drink sales in 2022 not only benefited this channel, but also full-service restaurants where consumers may typically choose to enjoy a glass of wine with their meal. However, value sales and transaction volumes through consumer fo...

Euromonitor International's Consumer Foodservice in South Africa report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Consumer Foodservice by Location, Consumer Foodservice by Type.

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

Why buy this report?

- \* Get a detailed picture of the Consumer Foodservice 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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### LIMITED-SERVICE RESTAURANTS IN SOUTH AFRICA

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Limited-service restaurants records strong growth, as lockdown restrictions are lifted  
YUM! Brands retains leadership due to popularity of KFC, followed by Famous Brands and McDonald's  
Healthy eating remains a key focus, while demand for home delivery and drive-through boosts sales

#### PROSPECTS AND OPPORTUNITIES

Increasing footfall and easing of inflation to support demand, while loadshedding poses a major risk to operators  
Desire for convenience will inspire innovation towards new technologies and business models  
Global regulatory shifts combined with growing health awareness may encourage players to introduce a wider range of healthy alternatives

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#### CAFES/BARS IN SOUTH AFRICA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Bars/pubs rebounds strongly following pandemic-driven alcohol ban, while return of office workers drives sales through specialist coffee shops and other cafe formats

Mugg & Bean remains leading brand in fragmented category, with outlets changing positioning as hubs for remote workers

Starbucks continues local expansion by leveraging partnership with Shoprite Holdings

##### PROSPECTS AND OPPORTUNITIES

Bars/pubs set to return to pre-pandemic levels, following setback of pandemic

Competition set to intensify within specialist coffee shops, supported by strategic partnerships and acquisitions

Digital solutions set to drive growth, as operators aim to reach customers by improving user experience

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#### FULL-SERVICE RESTAURANTS IN SOUTH AFRICA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Full-service restaurants continues to rebound, while limited by weak consumer purchasing power due to high inflation

Spur Corp maintains leadership due to wide outlet network and continual innovation

Return of inbound arrivals boosts sales, while local travellers continue to favour value offerings

##### PROSPECTS AND OPPORTUNITIES

Channel set to be driven by easing inflation and higher inbound arrivals, but loadshedding poses a major operational risk

Competition set to intensify, encouraging operators to build customer loyalty, while diversifying offerings

Digitalisation and diversification will continue to transform full-service, while sustainability is set to shape business strategies

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### 2022 DEVELOPMENTS

#### STREET STALLS/KIOSKS IN SOUTH AFRICA

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Street stalls/kiosks rebounds strongly, driven by easing of regulations

Chained outlets diversify their offerings, increase promotions and expand social media presence

Contactless payments continue to gain traction, as Google Wallet launches in South Africa

#### PROSPECTS AND OPPORTUNITIES

Strong growth of street stalls/kiosks set to be driven by easing of inflation and improving travel flows

Competition set to intensify, as operators expand menus and innovate their offerings

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#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Travel, leisure and lodging benefit from easing of restrictions, while retail is boosted by rising footfall and strategic partnerships

Dark kitchens rely on proximity to local households

#### PROSPECTS AND OPPORTUNITIES

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Consumer foodservice sales through leisure and travel locations set to be driven by recovery of both local and foreign tourism  
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