

## **South Africa Frozen Foods Market Report and Forecast 2024-2032**

Market Report | 2023-11-25 | 130 pages | EMR Inc.

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### **Report description:**

South Africa Frozen Foods Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the South Africa frozen foods market is projected to grow at a CAGR of 3.7% between 2024 and 2032. Aided by the increasing convenience of ready-to-eat meals and the consumer shift towards preserving nutritional value in food, the market is expected to grow significantly by 2032.

Frozen foods in South Africa include a range of products, from fruits and vegetables to meat, poultry, and ready-to-eat meals. The process of freezing preserves the essential nutrients in food, ensuring freshness and elongating shelf-life. This, coupled with the convenience of consumption, makes frozen foods a popular choice among South African households, particularly in urban areas where the pace of life is accelerating.

The surging demand for convenient meal solutions is a major factor propelling the South Africa frozen foods market growth. As urbanisation grows and lifestyles become more hectic, there is a pronounced tilt towards products that can be prepared with minimal effort, without compromising on nutrition or taste. This need gap is effectively addressed by frozen foods, which can be stored for extended periods and can be quickly cooked or heated.

Furthermore, innovations in freezing technology and improved supply chain management have propelled the South Africa frozen foods market demand. Modern freezing techniques ensure that the food retains its texture, flavour, and nutritional content, eliminating the common misconception that frozen foods are inferior to fresh ones. Enhanced cold storage facilities and distribution networks also mean that a wider variety of frozen foods can now reach consumers in optimal conditions, even in more remote areas of the country.

Another pivotal driver for the market is the growing awareness regarding food wastage. As per the South Africa frozen foods market analysis, with the emphasis on sustainable living and the need to reduce food wastage, South Africans are turning to frozen foods as a way to ensure that food remains fresh for longer and can be consumed as needed, thereby minimising waste. The market is also benefitting from the broadening product range. Local producers are increasingly diversifying their offerings, introducing new flavours and cuisines to cater to the evolving palate of the South African consumer. From traditional African dishes to international cuisines, the frozen food aisle in supermarkets is more eclectic than ever, which contributes value to the South Africa frozen foods market size.

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## Market Segmentation □

The market can be divided based on product type, end use, and distribution channels.

### Market Breakup by Product Type

- Frozen Fruits
- Frozen Vegetables
- Frozen Meals
- o□Half-Cooked
- o□Ready-to-Eat
- Others

### Market Breakup by End Use

- Food Service
- Retail

### Market Breakup by Distribution Channels

- Supermarkets and Hypermarkets
- Convenience Stores
- Online
- Others

## Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the South Africa frozen foods market. Some of the major players explored in the report by Expert Market Research are as follows:

- KUHNE + HEITZ Holland B.V.
- Euroberry Pty Ltd
- Dluu Fresh Agri Processing
- Berries Express
- McCain Foods Limited
- Merlog Foods
- Others

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