

Fruits in South Africa

Market Direction | 2023-12-15 | 20 pages | Euromonitor

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Report description:

As with all food production in South Africa, fruit farmers face challenges as the industry struggles to remain profitable with rising costs driven by high inflation and exacerbated by power blackouts. Interest rate hikes have impacted cash flows and as a result, curb future expansion projects. Farmers and all areas of the production chain also face the greater possibility of wage disputes as seasonal workers demand higher wages to cover their own rising cost-of-living expenses.

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 2018-2022, 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 2027 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.

Table of Contents:

Fruits in South Africa
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List Of Contents And Tables

FRUITS IN SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Farming profitability impacts fruit production in 2023

Inclement weather negatively impacts fruit production in 2023

PROSPECTS AND OPPORTUNITIES

Global warming and above average sea surface temperatures likely to affect future fruit yields

Avocados should see greater productivity due to new deal with China

Summary 1 Major Processors of Fruits 2023

CATEGORY DATA

Table 1 Total Sales of Fruits by Category: Total Volume 2018-2023

Table 2 Total Sales of Fruits by Category: % Total Volume Growth 2018-2023

Table 3 Retail Sales of Fruits by Category: Volume 2018-2023

Table 4 Retail Sales of Fruits by Category: % Volume Growth 2018-2023

Table 5 Retail Sales of Fruits by Category: Value 2018-2023

Table 6 Retail Sales of Fruits by Category: % Value Growth 2018-2023

Table 7 Retail Sales of Fruits by Packaged vs Unpackaged: % Volume 2018-2023

Table 8 Forecast Total Sales of Fruits by Category: Total Volume 2023-2028

Table 9 Forecast Total Sales of Fruits by Category: % Total Volume Growth 2023-2028

Table 10 □Forecast Retail Sales of Fruits by Category: Volume 2023-2028

Table 11 □Forecast Retail Sales of Fruits by Category: % Volume Growth 2023-2028

Table 12 □Forecast Retail Sales of Fruits by Category: Value 2023-2028

Table 13 □Forecast Retail Sales of Fruits by Category: % Value Growth 2023-2028

FRESH FOOD IN SOUTH AFRICA

EXECUTIVE SUMMARY

Fresh food in 2023: The big picture

2023 key trends

Retailing developments

What next for fresh food?

MARKET DATA

Table 14 Total Sales of Fresh Food by Category: Total Volume 2018-2023

Table 15 Total Sales of Fresh Food by Category: % Total Volume Growth 2018-2023

Table 16 Retail Sales of Fresh Food by Category: Volume 2018-2023

Table 17 Retail Sales of Fresh Food by Category: % Volume Growth 2018-2023

Table 18 Retail Sales of Fresh Food by Category: Value 2018-2023

Table 19 Retail Sales of Fresh Food by Category: % Value Growth 2018-2023

Table 20 Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2018-2023

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Table 21 Retail Distribution of Fresh Food by Format: % Volume 2018-2023

Table 22 Forecast Total Sales of Fresh Food by Category: Total Volume 2023-2028

Table 23 □Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2023-2028

Table 24 □Forecast Retail Sales of Fresh Food by Category: Volume 2023-2028

Table 25 □Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2023-2028

Table 26 □Forecast Retail Sales of Fresh Food by Category: Value 2023-2028

Table 27 □Forecast Retail Sales of Fresh Food by Category: % Value Growth 2023-2028

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SOURCES

Summary 2 Research Sources

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