

South Africa Fruits and Vegetables - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The South Africa Fruits and Vegetables Market size is estimated at USD 2.38 billion in 2024, and is expected to reach USD 3.45 billion by 2029, growing at a CAGR of 7.70% during the forecast period (2024-2029).

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 and 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

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countries in the world. Due to health complications, South African consumers are switching to healthier alternatives, which is 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 and Vegetables Industry Overview

Additional Benefits:

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

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