

South Africa Processed Meat - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 90 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 South Africa Processed Meat Market size is estimated at USD 629.69 million in 2024, and is expected to reach USD 878.23 million by 2029, growing at a CAGR of 6.88% during the forecast period (2024-2029).

There has been an increase in the consumption of packaged food products in South Africa, which is fueling the market for processed meat. A rising number of millennials in the country are consuming ready-to-cook and ready-to-eat foods, which is increasing the demand for processed meat in the country. Furthermore, demand for quality meat products and a spike in consumer spending on meat products, particularly among the middle class, may drive the processed meat market. Most demand for processed meat will likely come from hotels, restaurants, and food service segments. But people are still likely to eat a lot of fresh meat, even though they will eat more poultry meat and products.

The increase in disposable income drives the growth of the South African processed meat market. Furthermore, consumers' increasingly fast-paced lifestyles and less time spent cooking are driving market demand for processed meat products. However, the rising cost of raw materials used in feed is a significant restraint on the market. Religious practices make people even less likely to eat pork and beef, while marketing campaigns by big companies are helping to grow the market. South Africa is the largest regional exporter of processed meat.

South African Processed Meat Market Trends

Growth of Foodservice Restaurants Increased Meat Consumption

Owing to the rising presence of international consumers, the food service market is primarily driven by the increasing frequency

Scotts International. EU Vat number: PL 6772247784

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

www.scott-international.com

of dining out amid time-pressed schedules and the growing influence of cross-cultural dietary patterns. The growth of food service is evident in the fact that the market for processed meat is expected to witness growth, citing offerings in different formats to lure more domestic consumers and international tourists. Additionally, as a result of globalization, urbanization, and the increasing presence of the middle class, as well as the increasing participation of women in the labor force, South Africa is experiencing rapid growth in quick service restaurants (QSR) such as KFC, Steers, Wimpy, Debonairs, and others. This has led to an increase in the consumption of fast food and ready-to-eat meals, which in turn is driving the demand for processed meats in the country.

As for food franchises in South Africa, over 100 companies are listed in the Franchise Association of South Africa (FASA). According to trade economics data, South Africa is proving a very successful market for foreign food service franchises as well, where several international brands have taken advantage of the country's average retail growth of 3 to 5% over the past few years by investing heavily in the segment as a part of expansion or unveiling plans to do so in the future.

Poultry is the Most Preferred Type of Processed Meat

South Africa is the largest regional exporter of processed meat. The southern African countries Botswana, Lesotho, Malawi, Mozambique, Namibia, the Seychelles, Swaziland, Zambia, and Zimbabwe suspended imports of processed meat from South Africa, which hampered the processed meat industry. Processed chicken meat is expected to perform well, mainly due to the rising prices of other meats and the strong popularity of chicken meat in South Africa. Chicken meat is widely consumed in the country; according to the USDA Foreign Agriculture Service, the domestic consumption volume of broilers increased by 5 metric tons in 2021. Also, demand for meat products has been influenced by the variety, prices, and services that retail food firms have offered to their customers.

South African Processed Meat Industry Overview

The South African processed meat market is competitive due to many regional and domestic players. South Africa is an emerging market, and vendors emphasize the companies' mergers, expansions, acquisitions, partnerships, and new product development as strategic approaches adopted by the leading companies to boost their brand presence among consumers. The major companies are promoting the health benefits of animal proteins in this region to increase the market's growth. Innovations in meat processing technology encourage vendors to introduce new products. Major companies operating in the country are Tiger Brands, RCL Foods, Tyson Foods, Eskort Co-operative, and BRF SA, among others.

Additional Benefits:

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

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

4.1 Market Drivers

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 4.2 Market Restraints
- 4.3 Porter's Five Forces Analysis
 - 4.3.1 Threat of New Entrants
 - 4.3.2 Bargaining Power of Buyers/Consumers
 - 4.3.3 Bargaining Power of Suppliers
 - 4.3.4 Threat of Substitute Products
 - 4.3.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

- 5.1 By Source
 - 5.1.1 Poultry
 - 5.1.2 Pork
 - 5.1.3 Beef
 - 5.1.4 Mutton
- 5.2 By Product Type
 - 5.2.1 Chilled
 - 5.2.2 Frozen
 - 5.2.3 Shelf Stable
- 5.3 By Distribution
 - 5.3.1 Online Retail Channels
 - 5.3.2 Offline Retail Channels

6 COMPETITIVE LANDSCAPE

- 6.1 Most Adopted Strategies
- 6.2 Market Share Analysis
- 6.3 Company Profiles
 - 6.3.1 BRF SA
 - 6.3.2 Tiger Brands
 - 6.3.3 RCL Foods
 - 6.3.4 Eskort Co-operative
 - 6.3.5 Tyson Foods
 - 6.3.6 JBS SA
 - 6.3.7 Astral Poultry Ltd.
 - 6.3.8 Rainbow Farms (Pty) Ltd
 - 6.3.9 Irvin & Johnson Ltd
 - 6.3.10 New Style Pork (Pty) Ltd.

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

**South Africa Processed Meat - Market Share Analysis, Industry Trends & Statistics,
Growth Forecasts 2019 - 2029**

Market Report | 2024-02-17 | 90 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="2026-02-28"/>
		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