

## **Meat in South Africa**

Industry Report | 2025-12-11 | 36 pages | MarketLine

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### **Report description:**

Meat in South Africa

#### Summary

Meat in South Africa industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The meat market includes retail sales of fresh meat (counter), chilled raw packaged meat - whole cuts, frozen meat, chilled raw packaged meat - processed, ambient meat, cooked meats - packaged, and other. The scope of others includes cooked meats - counter.
- The South African meat market recorded revenues of \$7,107.3 million in 2024, representing a negative compound annual growth rate (CAGR) of 3.0% between 2019-24.
- Market consumption volumes declined with a negative CAGR of 2.7% between 2019-24, reaching a total of 1,625.8 million kilograms in 2024.
- The South African meat market experienced contraction during 2019-24 as younger consumers became increasingly aware of the potential health risks associated with meat consumption, and there is a growing shift toward adopting vegan lifestyles.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the meat market in South Africa
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the meat market in South

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## Africa

- Leading company profiles reveal details of key meat market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the South Africa meat market with five year forecasts

## Reasons to Buy

- What was the size of the South Africa meat market by value in 2024?
- What will be the size of the South Africa meat market in 2029?
- What factors are affecting the strength of competition in the South Africa meat market?
- How has the market performed over the last five years?
- Who are the top competitors in South Africa's meat market?

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