

Processed Fruit and Vegetables in South Africa

November 2023

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Processed Fruit and Vegetables in South Africa - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shelf stable beans enjoys robust growth through both retail and foodservice as an affordable source of protein Various factors impacting weak performance by frozen processed potatoes

Affordable options from private label continue to attract price-sensitive consumers

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Consumers expected to continue focusing on affordability to stretch household budgets

Home cooking and leftovers culture expected to continue

Digitalisation to continue driving better integration between fresh and pantry staples

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