

# Supermarkets in South Africa

February 2024

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### Supermarkets in South Africa - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Supermarket value growth driven by inflationary pressures Pick 'n' Pay Retailers struggles to find a balance Shoprite Holdings consolidates leadership as it expands across income groups

#### PROSPECTS AND OPPORTUNITIES

Supermarkets will benefit from further network expansion Competition set to intensify as restructuring plans settle Improvement in last mile delivery services to become a key differentiating tool

#### CHANNEL DATA

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## EXECUTIVE SUMMARY

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