



Euromonitor
International

Fresh Food in South Africa

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Fresh Food in South Africa

EXECUTIVE SUMMARY

Growth increasingly constrained by acute supply-side pressures

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INDUSTRY PERFORMANCE

Affordability and heightened health awareness influence consumers' choices

Increasingly polarised market

WHAT'S NEXT?

Modest growth, with several challenges remaining prevalent

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Starchy Roots in South Africa

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INDUSTRY PERFORMANCE

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[Vegetables in South Africa](#)

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