

# **Fish and Seafood in South Africa - Market Summary, Competitive Analysis and Forecast to 2024**

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## **Abstracts**

Fish and Seafood in South Africa - Market @Summary, Competitive Analysis and Forecast to 2024

### **SUMMARY**

Fish & Seafood in South Africa industry profile provides top-line qualitative and quantitative summary information including: market size (value 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### **KEY HIGHLIGHTS**

The fish & seafood market consists of the retail sale of ambient fish & seafood, frozen fish & seafood, fresh fish & seafood (counter), chilled raw packaged fish & seafood - processed, chilled raw packaged fish & seafood - whole cuts and dried fish & seafood. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions have been made using constant annual average 2019 exchange rates.

The South African fish & seafood market had total revenues of \$1.4 billion in 2019, representing a compound annual growth rate (CAGR) of 4.9% between 2015 and 2019.

Market consumption volume increased with a CAGR of 1% between 2015-2019, to reach a total of 0.2 billion kilograms in 2019.

Change in consumer food habits and rapid urbanization are predominantly influencing the growth of the market.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the fish & seafood market in South Africa

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the fish & seafood market in South Africa

Leading company profiles reveal details of key fish & seafood market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the South Africa fish & seafood market with five year forecasts

## **REASONS TO BUY**

What was the size of the South Africa fish & seafood market by value in 2019?

What will be the size of the South Africa fish & seafood market in 2024?

What factors are affecting the strength of competition in the South Africa fish & seafood market?

How has the market performed over the last five years?

What are the main segments that make up South Africa's fish & seafood market?

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