

South Africa Canned Food Market By Product Type (Canned Meat, Canned Fish/Seafood, Canned Fruits & Vegetables, Others), By Nature (Organic, Regular), By End User (Residential, Commercial), By Distribution Channel (Supermarket & Hypermarket, Convenience Stores, Online, Others), Region, Competition, Forecast & Opportunities, 2020-2030F

<https://marketpublishers.com/r/SD3E87D94A1EEN.html>

Date: January 2025

Pages: 82

Price: US\$ 3,500.00 (Single User License)

ID: SD3E87D94A1EEN

Abstracts

South Africa Canned Food market was valued at USD 120.10 million in 2024 and is expected to grow to USD 198.72 million by 2030 with a CAGR of 5.23% during the forecast period. The South Africa Canned Food market is driven by the growing demand for convenience, longer shelf life, and affordability. As urbanization increases, busy consumers seek quick, easy-to-prepare meals, making canned foods a popular choice. Canned products are often more cost-effective than fresh alternatives, offering budget-friendly options for families. Also, changing lifestyles, with more people working long hours and requiring ready-to-eat meals, contribute to the demand. The availability of a wide variety of canned foods, including vegetables, meats, fruits, and ready-to-eat meals, also caters to diverse consumer preferences, further boosting the market's growth.

Key Market Drivers

Rising Working Population

The rising working population in South Africa is a key driving factor for the canned food market. As a part of this, according to a recent study, as of 2024, the number of employed people in South Africa climbed by 294 thousand, reaching an all-time high of

16.9 million. As more individuals and families rely on dual-income households, time constraints have increased, leading to a greater demand for convenient food options. Canned foods, with their long shelf life and ease of preparation, offer a practical solution for busy professionals, students, and working parents who need quick meals without sacrificing quality or taste. As South Africa working demographic expands, the demand for convenient, cost-effective, and easily stored canned foods continues to grow, contributing to the overall market expansion.

Growing Participation in Camping & Hiking

The growing participation in camping and hiking activities in South Africa is significantly driving the demand for canned food. As a part of this, according to a recent study, by 2029, the Camping market in South Africa is estimated to have 195.90k users, with user penetration increasing from 0.2% in 2025 to 0.3% in 2029. As outdoor activities like camping, hiking, and road trips become increasingly popular, individuals and families seek convenient, portable, and easy-to-store food options. Canned foods, with their long shelf life and non-perishable nature, are ideal for these activities, offering a hassle-free meal solution that doesn't require refrigeration or special storage conditions. Also, the increasing trend towards adventure tourism and weekend getaways has prompted many to turn to canned food as an essential part of their camping and hiking gear. This shift in lifestyle is contributing to a sustained growth in canned food consumption within the market.

Rapid Urbanization

Rapid urbanization in South Africa is a key driving factor for the growth of the canned food market. As more people migrate from rural to urban areas, lifestyles become busier and more fast-paced, increasing the demand for convenient food options. As a part of this, according to a recent study, as of 2023, more than 68.82 percent of South Africa inhabitants resided in metropolitan areas and cities. Urbanization refers to the proportion of a country's population that lives in urban areas. Urban dwellers often have limited time for meal preparation due to work commitments, long commutes, and other responsibilities. Canned food, with its long shelf life, ease of storage, and quick preparation, offers an ideal solution for busy city residents. As South Africa continues to experience rapid urbanization, the demand for timesaving, affordable, and convenient food products like canned goods will likely continue to rise, further boosting the market.

Key Market Challenges

Increased Competition from Fresh & Frozen Foods

The growing preference for fresh and frozen foods presents a significant challenge for the canned food market. Consumers increasingly perceive fresh foods as healthier due to their minimal processing and higher nutrient content. Similarly, frozen foods, often considered more nutritious than canned options, are gaining popularity because they retain vitamins and minerals better through freezing compared to the canning process. Also, fresh produce and meats are often seen as more natural, with fewer preservatives and additives, appealing to health-conscious consumers. This shift in consumer preferences, driven by a growing awareness of health and wellness, makes it more difficult for canned food products to compete, particularly in markets where fresh and frozen alternatives are readily available and perceived as superior in terms of quality and nutritional value.

Fluctuating Prices of Raw Material

The fluctuating prices of raw materials are a significant challenge in South Africa canned food market. The cost of essential ingredients like fruits, vegetables, and meat, as well as packaging materials such as metal or aluminum, can vary due to supply chain disruptions, weather conditions, and commodity market shifts. For instance, poor harvests or transport issues can increase the cost of agricultural products, while fluctuations in metal prices can impact canning production.

Key Market Trends

Rising Demand for Ready-to-Eat-Meals

The growing demand for convenience is driving the popularity of ready-to-eat canned meals, such as soups, stews, and complete meal kits. As lifestyles become busier, especially among working professionals, students, and families, consumers increasingly seek hassle-free, nutritious meal options that require minimal preparation. As a part of this, according to a recent study, South Africa Ready-to-Eat Meals Market is expected to generate USD 22.91 million in revenue by 2025. Ready-to-eat canned foods provide a solution, offering quick and satisfying meals that can be enjoyed without the need for cooking or extensive clean-up. These products are not only timesaving but also cater to a wide variety of tastes, including vegetarian, low-sodium, and organic options. This trend is helping canned food manufacturers innovate and expand their offerings to meet the evolving demands of the modern consumer.

Increased Consumer Inclination Towards Plant-Based Products

In South Africa, there is a noticeable shift towards plant-based products, influencing the canned food market. As consumers become more health-conscious and environmentally aware, the demand for plant-based options is growing. Many South Africans are adopting plant-based diets for reasons such as improved health, ethical concerns about animal welfare, and sustainability. This trend is driving the availability of plant-based canned food items like vegetable soups, vegan stews, canned legumes, and plant-based meat alternatives. Manufacturers are responding by introducing new, innovative plant-based products that cater to both vegetarians and those reducing their meat consumption.

Increased Focus on Sustainability & Eco-Friendly Packaging

In South Africa, the increased focus on sustainability and eco-friendly packaging is becoming a significant trend in the canned food market. Consumers are becoming more environmentally conscious, seeking products that align with their values of sustainability. As a result, many canned food brands are shifting towards greener packaging options, such as recyclable cans, biodegradable materials, and reduced use of plastics. This is driven by growing awareness of the environmental impact of packaging waste, particularly in urban areas where waste management is a challenge. Also, companies are emphasizing sustainable sourcing of raw materials, reducing carbon footprints, and adopting energy-efficient manufacturing processes. As sustainability becomes a priority for both consumers and retailers, it is likely to play an even greater role in shaping the future of the South African canned food industry.

Segmental Insights

Distribution Channel Insights

Supermarket & Hypermarket dominated the South Africa Canned Food market primarily driven due to their widespread reach, convenience, and variety of offerings. These retail formats provide a one-stop shopping experience, making it easy for consumers to access a wide range of canned food products under one roof. With large store spaces, supermarkets and hypermarkets stock various canned food items, from vegetables and fruits to ready-to-eat meals, at competitive prices. The growing urban population and busy lifestyles also contribute to the preference for these retail outlets.

Regional Insights

Gauteng dominated the South Africa Canned Food market, due to its status as the country's economic hub and most populous province. With major urban centers like Johannesburg and Pretoria, Gauteng has a high concentration of consumers who demand convenient, ready-to-eat food options due to busy lifestyles. The province's developed retail infrastructure, including supermarkets and hypermarkets, offers easy access to a wide range of canned food products.

As the country's economic hub, Gauteng is home to key cities like Johannesburg and Pretoria, which have a large consumer base with higher disposable incomes. The region's busy, fast-paced lifestyle leads to a growing demand for convenient food options like canned goods, which offer quick, easy, and affordable meals. The well-developed retail infrastructure, including supermarkets, hypermarkets, and online platforms, ensures widespread availability of canned food products. Also, Gauteng's increasing focus on health-conscious and sustainable food options contributes to the region's dominance in the market.

Key Market Players

Kraft Foods South Africa

The Campbell's Company

Del Monte Foods, Inc

Hormel Foods Corporation

Thai Union Group Public Company Limited

Dole South Africa

Bonduelle SA

Bumble Bee Foods, LLC

Urban Platter

Werling & Sons, Inc

Report Scope:

In this report, the South Africa Canned Food Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

South Africa Canned Food Market, By Product Type:

Canned Meat

Canned Fish/Seafood

Canned Fruits & Vegetables

Others

South Africa Canned Food Market, By Nature:

Organic

Regular

South Africa Canned Food Market, By End User:

Residential

Commercial

South Africa Canned Food Market, By Distribution Channel

Supermarket & Hypermarket

Convenience Stores

Online

Others

South Africa Canned Food Market, By Region:

Gauteng

KwaZulu-Natal

Western Cape

Eastern Cape

Rest of South Africa

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the South Africa Canned Food Market.

Available Customizations:

South Africa Canned Food Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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