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Report Highlights:

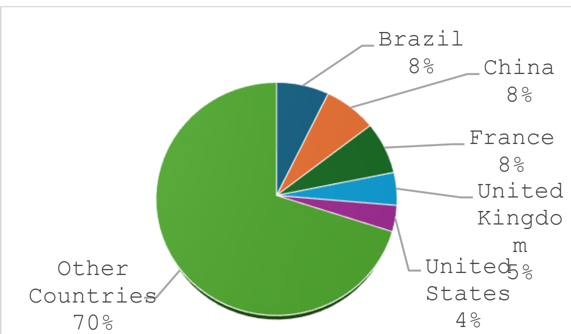
South Africa boasts one of Africa's most developed and diverse economies, supported by a robust commercial sector and sophisticated distribution networks. While its self-sufficient agriculture industry meets most primary food needs, the country presents strong opportunities for U.S. exports, particularly consumer-oriented products and ingredients for its dynamic food processing sector. Shifting health-conscious habits and openness to new products are driving demand for specialized U.S. food and beverage exports. However, U.S. exporters face challenges such as local competition, preferential trade agreements favoring competitors, and an unfavorable exchange rate, which must be addressed to capitalize on South Africa's growing demand for high-quality imports.

Market Fact Sheet: South Africa

Executive Summary

With an estimated 63 million people, South Africa stands as a middle-income developing market. In 2024, the country's GDP saw a 0.6 percent annual increase, reaching $403 billion, with agriculture playing a pivotal role in this growth. Notably, South Africa emerged as the largest exporter of agricultural products on the African continent, achieving a record high of $13.7 billion in agricultural exports. Although the nation is largely self-sufficient in production, a thriving demand for consumer goods and food ingredients creates promising opportunities for American exporters.

Imports of Consumer-Oriented Products



Source: Trade Data Monitor, LLC.

Food Retail Industry

South Africa's food retail subsector is a key driver within the broader retail market, with approximately 80 percent of the market share controlled by five major corporations. Leading the industry are Woolworths, Shoprite, Pick & Pay, Spar, and Massmart (owned by Walmart).

Food Processing Industry

Nearly half of South Africa's retail sales stem from its well established food processing industry, which relies on imports for over 90 percent of its ingredients. Key growth areas presenting strong opportunities for American exporters include dairy, snacks, beverages, and baked goods.

Food Service Industry

In 2024, South Africa's food service industry flourished, led by quick service restaurants (QSRs). Key trends include rising demand for healthier, sustainable food options, and the expansion of e-commerce and home delivery services.

2024 Quick Facts

Imports of Consumer-Oriented Products: $3.5 billion

List of Top 10 Growth Products in South Africa

1) Dog & Cat Food	6) Tree Nuts
2) Food Preparations	7) Processed Fruit & Veg.
3) Baked Goods	8) Roasted & Instant Coffee
4) Fruit & Veg. Juices	9) Dairy Products
5) Non-Alc. Beverages	10) Fresh Fruit

South African Food Industry by Channels

Food Industry Output	$55.6 billion
Food Exports	$13.8 billion
Food Imports	$7.9 billion
Retail	$50 billion
Food Service	$5.6 billion

Food Industry Gross Sales

Food Industry Revenue –	$4.8 billion
Food (Domestic market) –	4.9 billion

Top 10 South African Food Retailers

1. Shoprite	6. OK Franchise Division
2. Pick n Pay	7. Food Lovers Market
3. Spar Group Ltd.	8. Choppies Enterprises
4. Woolworths	9. Cashbuild
5. Massmart Holdings	10. Independent Supermarkets

GDP/Population

Population:	63 million people
GDP:	$403 billion
GDP per capita:	$6.082

Sources: Trade Data Monitor, LLC., Statistics South Africa (Stats SA), Euromonitor International, GATS, local trade contacts, local industry publications, international supermarket news and trade press

Strengths	Weaknesses
South Africa's modern retail chains, advanced infrastructure, and well-established Southern African distribution channels make it a skilled and regionally accessible entry market for American exporters	Exporting to South Africa involves long-distance transportation, frequent power outages that risk spoilage, and reduced consumer purchasing power due to high unemployment.
Opportunities	**Challenges**
Media heavily influences South African consumer choices, driving demand for popularized products. South Africa is a major distribution hub for the Southern African region.	U.S. goods face import duties in South Africa, with additional tariff on animal products. Fluctuating currency exchange rates also pose challenges for importers.

Section 1: Market Overview

South Africa's economy is among the most developed and diverse in Africa. It ranks 33rd in terms of purchasing power parity (PPP) GDP and 39th in terms of nominal GDP globally. In 2024, South Africa boasted the most robust economy on the continent, with a gross domestic output of $403 billion. Efficient agricultural product distribution networks and a thriving business sector serve key cities within its borders and the larger Southern Africa region. The agricultural industry was a primary driver of modest growth in the last quarter of 2024. South Africa's commercial agriculture sector is highly diverse and self-sufficient in producing most basic commodities, except for wheat, rice, and poultry. Nonetheless, opportunities for U.S. exports exist, particularly in supplying inputs for the growing food processing sector.

South Africa's economic growth has been constrained by scheduled power outages, or load shedding, which began in 2007 but are expected to have a reduced impact by 2025. These outages have increased operational costs for businesses, hampering economic activity. Despite considerable job growth in 2024, especially in the formal non-agricultural sector, employment trends were inconsistent, with some areas of the country experiencing declines. After a significant loss of 91,000 jobs year-over-year since December 2023, the formal non-agricultural sector saw an increase of 12,000 jobs in Q4 2024.

Despite these challenges, South Africa remains a major economic force on the African continent. In 2024, South Africa opened its market to U.S. grain, soybeans, and pork semen. For further information on these market changes, refer to the following GAIN publications: Market Opens for United States Corn; Market Opens for United States Soybeans; and South Africa Opens Market for United States Porcine Semen.

In 2024, consumer confidence in South Africa improved, driving increased spending, particularly on convenient options like food-on-the-go via online platforms. More consumers prioritized pricing and promotions, while spending on perishable foods rose as power outages (loadshedding) declined. Despite lingering economic challenges, improved sentiment, reduced power disruptions, and strategic spending led to an overall increase in retail sales compared to 2023, creating opportunities for American agricultural exporters.

1.1 Population and Key Demographic Trends

In 2024, South Africa's population reached 63 million, an increase of 1.33 percent (approximately 835,513 people) from 2023. Over half of the population, about 32 million, are female. Gauteng remains the most populous province with around 16 million residents, followed by KwaZulu-Natal with 12.3 million people, together accounting for roughly 45 percent of the total population. In contrast, the Northern Cape is the least populated province, with just under 1.4 million people.

South Africa's demographic profile shows that approximately 27.5 percent of the population is under 15 years old, while 6.1 million people are aged 60 or older. This leaves 64 percent of the population as employable, with individuals aged between 35 to 49 having the highest purchasing power due to their employment status. However, youth unemployment remains a critical issue, rising to 61 percent in 2024 from 50 percent in 2023, as reported by Statistics South Africa. While not unique to Southern Africa, older individuals often support unemployed younger family members, further highlighting the economic challenges of South Africans.

South Africa is classified as an upper-middle-income economy and is one of the most technologically advanced and industrialized nations in Africa. The middle class, comprising 32 percent of the population, grew by 2 percent from 2023. Despite this growth, unemployment remains high, with an overall rate of 33 percent in 2024, up from 32 percent in 2023, according to Statista.

In 2024, life expectancy in South Africa was 65.25 years, ranking 20th in Africa, according to World Life Expectancy. This metric reflects the nation's living conditions, economic development, and healthcare access, serving as a key indicator of overall health and quality of life.

1.2 Size of Economy, Purchasing Power, and Consumer Behavior

South Africa's economy, valued at an estimated $403 billion, is the largest in Sub-Saharan Africa. Despite its size, unemployment remains a significant challenge, with an official rate of 33 percent-likely higher for the informal sector -impacting consumer purchasing power. Inflation showed improvement in 2024, with the annual rate dropping from 6 percent in 2023 to 4.4 percent, the lowest in the four years since the pandemic. By December 2024, food inflation stood at 1.7 percent, lower than headline inflation, though adverse weather conditions drove up prices for certain items like vegetables.

South Africa's Purchasing Power Parity (PPP) GDP increased modestly in 2024, signaling improved purchasing power compared to other countries. However, this growth was insufficient to shift consumers focus away from essentials toward premium imported goods. Still, real consumer spending rose in key sectors such as apparel, food, and leisure, suggesting that households had more financial flexibility than in previous years.

The rand-to-dollar exchange rate remained stable in 2024, averaging R17.50 to the dollar. Despite this stability, South African importers faced challenges accessing foreign goods, leading to a decline in imports, particularly from the U.S. Since 2023, U.S. imports have decreased by 24 percent, while total imports have fallen by 5.5 percent. The agriculture sector saw a smaller decline, with U.S. imports decreasing by just 2.3 percent.

Consumer behavior in 2024 reflected resilience and adaptability, with a growing emphasis on wellness and personalized options. Financial pressures led many to prioritize necessities, but online shopping gained traction as consumers sought convenience. Social media played a key role in shaping trends, especially among younger generations, as brands leveraged digital platforms that engaged customers and offer tailored experiences. Despite economic challenges, South Africa's retail industry showed resilience, with certain regions of the country experiencing growth and innovation.

1.3 Overall Business Climate

South Africa has maintained political and economic stability for the last 30 years, creating a pro-business environment that appeals American exporters looking to expand their market presence. In 2024, South Africa's GDP grew by 0.6 percent, slightly below the 0.7 percent growth in 2023, marking the lowest GDP growth since 2020. This slowdown was driven by challenges such as limited fixed investment, weak consumer spending, drought, logistical constraints, and ongoing issues like illegal immigration, corruption, and poor infrastructure maintenance. While the economy showed modest recovery in the fourth quarter, persistent structural issues continue to weigh on its economic outlook. Key sectors like commerce, banking, and agriculture demonstrated resilience, with some industries benefiting from improved power supply later in the year. However, high unemployment, crime rates, deteriorating infrastructure, and intermittent uncertainty remain significant barriers to business development.

The agricultural sector faced a tough year in 2024 due to a midsummer drought, animal diseases, and rising input costs, leading to a 4.8 percent contraction in output, according to the Bureau for Food and Agriculture Policy (BFAP). Despite these setbacks, certain subsectors like horticulture showed growth. Looking ahead, BFAP forecasts a 3 percent growth rate for agriculture in 2025, supported by the return of La Niña rains, increased water availability in dams, and reliable energy for irrigation. The Agribusiness Confidence Index (ACI) also indicates favorable recovery, signaling optimism for the sector's future.

Compared to 2023, South Africa's business climate showed slight improvement in 2024, with modest GDP growth rate and expansion in certain industries. While load shedding persisted, the economy continued to grow, albeit unevenly across sectors. South Africa remains a geo-strategic location for regional investment due to its well-regulated financial markets, roles as a regional hub for commerce and investment, competitive manufacturing sector, and a strong legal framework, all factors that attract U.S. foreign direct investment.

In 2024, South Africa imported $7.9 billion worth of agricultural products, up from $7.3 billion in 2023. Agricultural imports from the United States totaled $233 million, reflecting a 3 percent decline from the previous year. Despite this decrease, South Africa remains a key market for U.S. agricultural exports.

Table 1: *South Africa's Top Ten Agricultural Imports in 2024*

Rice	Cane Sugar
Wheat	Sunflower Seed Oil
Palm Oil	Meat & Edible Offal of Chicken
Mix of Odiferous Substance	Whiskies
Food Preparations	Animal Guts, bladders and Stomachs

Source: Trade Data Monitor, LLC.

1.4 Recent Trends

In 2024, South Africa's retail sector focused on value, digital transformation, and sustainability, reflecting shifts in consumer behavior and economic pressures. Retailers increasingly embraced online sales, private-label products, and sustainable practices to meet evolving preferences. To address heightened price sensitivity, particularly in the fast-moving consumer goods (FMCG) sector, retailers expanded discounts, promotions, and the presence of discount stores. E-commerce saw significant growth, with online sales accounting for a notable share of total retail activity. Retailers responded by heavily investing in delivery services and digital platforms to meet consumer demand for convenience.

The cost of a household food basket in South Africa rose overall in 2024, with slight monthly fluctuations. For example, the average cost was R5,324.86 in January and increased to R5,383.38 ($303.28) by December. Year-over-year, the price of the food basket climbed, led by sharp increases for basic staples like fruits, vegetables, and maize meal.

Below is a summary table of key advantages and challenges U.S. exporters may face when entering the South African market.

Table 2: *Advantages and Challenges Facing the U.S. Exporters to South Africa*

Advantages	Challenges
Youth Preference for U.S. Brands: Young consumers favor processed and easy-to-make foods, especially those promoted through TV, movies, and social media.	**Eco-Friendly Packaging Demand:** Consumers increasingly avoid products perceived as environmentally harmful, driving demand for sustainable packaging.
Low Market Entry Barriers: South Africa offers a low-entry threshold for new businesses due to its strong infrastructure, widespread use of English, developed banking and services industry, and respected judicial system.	**Corruption at Ports:** Corruption at ports of entry can cause delays, though the Border Management Authority is working to address these issues.
Expanding Retail Channels: Growth in food retail channels and speedy delivery services, particularly for temperature-sensitive goods, supports market opportunities.	**High Internet Costs:** Expensive data costs limit online purchases for some consumers, impacting e-commerce growth.
Strong Demand for U.S. Goods: South Africa’s diverse economy drives demand for U.S. consumables, including food processing ingredients, specialty food items, and health-conscious products.	**Price Sensitivity:** High prices of U.S. imports deter consumers, who often opt for lower-cost alternatives from other countries.
Shelf-Stable Products: Shelf-stable items are highly desirable as they avoid temperature control issues during long shipment times.	**Port Congestion:** Backlogs and delays at major ports like Durban, Cape Town, and Ngqura disrupt supply chains.
Affluent Consumer Base: South Africa boasts the most affluent customer base in Africa and a growing middle class, offering attractive returns for U.S. exporters.	**Political and Economic Risks:** Widespread unemployment, inefficiencies, and corruption in administration create challenges for global businesses.
Retail Chains: Large retail chains provide one-stop shopping with private-label and imported food and beverage product lines.	**Regulatory Barriers:** Phytosanitary and food safety regulations, along with labeling requirements, can restrict imports and make small shipments costly.

Niche Market Opportunities: Focusing on niche food and beverage markets, streamlining supply chains, and utilizing risk management tools can enhance competitiveness.	**Competition:** Local suppliers and countries with favorable trade agreements compete with U.S. exporters.
Regional Distribution Potential: South Africa's strong distribution ties with Southern African and Sub-Saharan countries create opportunities for regional market diversification.	**Currency and Interest Rate Risks:** The rand-dollar exchange rate complicates budgeting, and higher interest rates compared to the U.S. add financial strain for businesses.

Section 2: Exporter Business Tips

2.1 Market Research

U.S. exporters are advised to conduct thorough market research before entering the South African market. This research should encompass import procedures and regulations, market size trends, consumption patterns, and regulatory issues. FAS/Pretoria publishes annual GAIN reports on various sectors in South Africa. Additional reports and data can be accessed by visiting the GAIN website: https://gain.fas.usda.gov

Reports on various sectors in South Africa include, but are not limited to, the following:

- Food Service - Hotel Restaurant Institutional Annual
- Retail Foods Annual

Additional market research can be conducted through private sector firms such as:

- BMI Research Pty Ltd
- Ipsos South Africa
- KLA Market Research
- South African Marketing Research Association (SAMRA)

For more information on import rules and regulations, please consult Section 3 of this report.

2.2 Local Business Customs and Trends

The South African market is a unique blend of European and African business practices, with a strong reliance on Western business techniques. The most effective way for U.S. agricultural exporters to enter this market is by working with a reputable import agency or distributor that has expertise in the South African food and beverage industry. Many importers offer an advantage through their established supplier networks, which can streamline market entry.

For U.S. exporters seeking assistance, FAS/Pretoria serves as a key point of contact. A face-to-face visit to South Africa is recommended for American businesses looking to expand exports to Southern Africa.

Such visits provide opportunities to network, build relationships, gather firsthand market insights, and identify potential opportunities.

To learn more about upcoming trade events in the region, U.S. exporters are encouraged to contact FAS/Pretoria. Additionally, connecting with State Regional Trade Groups (SRTGs), industry cooperator organizations, and business and trade associations can offer valuable support and resources for navigating the South African market.

2.3 General Consumer Tastes and Trends

In 2024, South African consumer behavior reflected a mix of optimism and caution, shaped by economic pressures, evolving priorities, and the growing influence of social media on purchasing decisions.

- South African retail food sales totaled $50 billion in 2024.
- Over three-quarters (77 percent) of South African consumers anticipated that grocery expenditure would rise at the highest rate during the final six months of 2024.
- The mood of South African consumers in 2024 was mixed. Despite the FNB/BER Consumer Confidence Index reaching its highest level in five years, consumer confidence was generally perceived as negative.
- Social media significantly influences consumer purchasing decisions. Gen Z consumers reported being more inclined to discover new products on social media, although some customers expressed concerns about reliability and safety.
- Wellness, nutrition, and sustainable food production are top priorities for consumers.
- Value and affordability are increasingly important to consumers, who also show a preference for private label products.
- Food inflation slowed, and consumer inflation showed signs of easing, although it remained above five percent.
- While festive season sales were strong, overall retail growth was moderate.
- All industries have been affected by tighter consumer markets and inflationary pressures. Recovery and economic prospects are indicated by the GDP rebound projected after 2024.
- Consumer spending remained low despite increased confidence, likely due to high interest rates and ongoing financial strains.
- In 2024, South Africans spent R359 billion on food and alcohol and an additional R287 billion on non-alcoholic drinks, personal and medical supplies, snacks, home and pet supplies, infant food and care, and tobacco.
- Liquor, personal care, and ambient foods experienced the most notable growth.

Section 3: Import Food Standards, Regulations and Procedures

Adhering to applicable food laws and regulations is mandatory when exporting to South Africa. FAS/Pretoria publishes annual reports on South Africa's food and agricultural import regulations and standards (FAIRS). The 2024 FAIRS Country Report provides an overview of relevant standards and regulations, while the 2024 FAIRS Export Certificate Report outlines the documentation requirements for U.S. food and agricultural products destined for South Africa.

3.1 Customs Clearance

The FAIRS Annual Country Report includes information on customs clearance.

3.2 Documents Generally Required by South Africa Authorities for Imported Food

The FAIRS Export Certificate Report and the FAIRS Annual Country Report provide detailed information on the documentation required by South African authorities for specific imported items. In addition to any necessary import permits and health certifications, all shipments to South Africa should typically be accompanied by the following:

- **Commercial Invoice**: This should detail the price paid by the importer, including the ship's loading costs for the export of the goods.
- **Bill of Entry Documentation:** This must include the precise addresses of the supplier and storage facilities.
- **Bill of Lading**
- **Insurance Documentation**
- **Additional Documentation or Certificates**: These may include laboratory test results or certificates if the product makes organic claims, or any other documentation required by the importer.

For comprehensive guidance, exporters are encouraged to consult the latest FAIRS reports.

3.3 South Africa Language Labelling Requirements

Labels must be in English. For further details, please refer to the FAIRS Annual Country Report.

3.4 Tariffs and Free Trade Agreements (FTAs)

Information on South African tariff schedules and trade agreements can be found through the following sources:

- Tariff Information
- Tariff Investigations, Amendments, and Trade Remedies
- Trade Agreements:
  - Southern African Customs Union (SACU) Agreement between the Governments of the Republic of Botswana, the Kingdom of Lesotho, the Republic of Namibia, the Republic of South Africa, and the Kingdom of Eswatini
  - Treaty of the Southern African Development Community (SADC) and Protocols
  - Preferential Trade Agreement between the Southern Common Market (MERCOSUR) and SACU
  - SADC-EU Economic Partnership Agreement
  - Agreement establishing the African Continental Free Trade Area (AfCFTA)

For comprehensive details, please refer to the respective agreements and sources.

3.5 Trademarks and Patents Market Research

The South Africa Companies and Intellectual Prosperities Commission (CIPC) oversees trademarks and patents. For more detailed information, please refer to Section VIII of the FAIRS Annual Country Report.

Section 4: Market Sector Structure and Trends

4.1 Top Sectors for Growth

Table 3: *Top Five Countries Exporting Consumer-Oriented Products to South Africa*

2024 South African Imports of Consumer-Oriented Products		
Country	**Value (USD Millions)**	**Top 7 Product Categories**
Brazil	292	Poultry meat, meat products, eggs & products, pork & pork products, dog & cat food, chewing gum & candy, processed vegetables
China	284	Fruit & vegetable juices, meat products, processed vegetables, spices, bakery goods, chewing gum & candy, soup & other food preparations
France	270	Distilled spirits, dairy products, wine, pork & pork products, dog & cat food, coffee, soup & other food preparations
United Kingdom	171	Distilled spirits, bakery goods, chocolate & cocoa products, soup & other food preparations, pork & pork products, dairy products, condiments & sauces
Germany	161	Soup & other food preparations, coffee, distilled spirits, dairy products, chocolate & cocoa products, pork & pork products, processed vegetables

Source: Trade Data Monitor, LLC.

4.2 Consumer-Oriented Product Prospects Based on Growth Trends

Table 4: *Top Exports of Consumer-Oriented Products from the United States to South Africa*

	Annual Series (Value: USD)		
Product	**2022**	**2023**	**2024**
Total Consumer-Oriented	173,155,444	162,141,935	122,538,415
Tree Nuts	30,216,479	24,788,406	24,950,413
Soup & Other Food Preparations	19,935,666	18,620,566	19,562,966
Poultry Meat & Meat Prods. (ex. eggs)	42,698,551	35,418,843	15,654,590
Distilled Spirits	21,469,298	23,852,218	15,426,273
Dairy Products	18,688,643	7,716,161	9,684,950
Condiments & Sauces	10,649,284	7,260,030	8,251,271
Meat Products	2,758,764	4,149,590	4,920,617
Beef & Beef Products	6,696,542	13,009,435	4,750,698
Fruit & Vegetable Juices	1,913,517	2,784,611	3,646,962
Processed Fruit	2,690,889	2,864,964	3,189,133

Source: Trade Data Monitor, LLC.

4.3 Retailer Information

In a highly competitive sector, retail chains in South Africa employ loyalty programs, promotions, group discounts, and online shopping with home delivery to attract and retain customers. For more detailed information on South Africa's food retail sector, please refer to the 2024 Retail Foods Report.

Table 5: *Major South African Retailers*

Retailer	Website
Shoprite Holdings Ltd	http://shopriteholding.co.za
Massmart Holdings (Walmart)	https://massmart.co.za
Woolworths Holdings Ltd	https://woolworths.co.za
Pick n Pay Retailers Pty Ltd	http://www.picknpay-ir.co.za
The Spar Group Ltd	http://www.spar-international.com/contry/southafrica

4.4 Market Opportunities for Consumer-Oriented Products

South Africa often embraces American culinary trends and serves as a key gateway for business in the Southern African region. In 2024, the hotels, restaurants, and institutions (HRI) sector generated $5.5 billion in sales, a 10 percent increase from the previous year. For more details, refer to the 2024 Food Service (HRI) report.

As in the United States, niche products like distilled spirits, tree nuts, and snack foods, along with healthier options such as plant-based, sugar-free, and gluten-free alternatives, are growing in popularity due to shifting consumer preferences and the expansion of retail chains. This focus on wellness offers American manufacturers an opportunity to meet the demands of South African consumers seeking similar products.

4.5 Competition to U.S. Exports

U.S. agricultural exports face strong competition from South Africa's domestic industry, as well as imports from countries within the MERCOSUR, EU, and SACU trade blocs. Additionally, there is a growing preference for products from BRICS countries. South Africa benefits from free trade agreements with the Southern African Development Community (SADC) and the European Union (EU), as well as preferential trade agreements with MERCOSUR. Discussions are also underway to establish preferential trade tariff schedules under the African Continental Free Trade Area (AfCFTA), which could further impact U.S. competitiveness in the region.

Section V: Agricultural and Food Imports

5.1 Agricultural and Related Food Import Statistics

Table 6: *U.S. Agricultural Exports to South Africa (USD millions)*

	2020	2021	2022	2023	2024
Consumer-Oriented	157	185	188	153	111
Intermediate	119	101	139	66	67

Bulk	48	21	24	18	61
Total	324	307	351	237	239

Source: Global Agricultural Trade System

For additional data on American exports of bulk, intermediate, and consumer-oriented (BICO) products to South Africa, please refer to the FAS Global Agricultural Trade System (GATS).

5.2 Best High-Value and Consumer-Oriented Product Opportunities

Although South African consumers have relatively low purchasing power, demand for American agricultural products continues to grow. Key opportunities for U.S. exporters include wine, dairy products, meat and meat products, fresh vegetables, eggs, nursery products, condiments and sauces, animal fats, sugars, sweeteners, planting seeds, and dextrins.

Section 6: Key Contacts and Further Information

6.1 FAS South Africa

If you have questions or comments regarding this report, please contact the FAS Office of Agricultural Affairs at the U.S. Embassy in Pretoria:

Agricultural Affairs Office
Physical Address:
Office of Agricultural Affairs
U.S. Embassy, Pretoria, South Africa
877 Pretorius Street,
Arcadia, Pretoria, 0083
P.O. Box 9536, Pretoria, 0001

Phone: +27 12 431 4057
Email: AgPretoria@state.gov
Website: http://www.fas.usda.gov

For a list of relevant South African government agencies, please see the South African FAIRS Country Report

Additional FAS market and commodity reports are available on the FAS website: https://www.fas.usda.gov/data

6.2 Additional Useful Resources

- American Chamber of Commerce in South Africa: www.amcham.co.za
- U.S. Commercial Service: https://www.trade.gov/south-africa
- U.S. International Trade Administration – South Africa Country Commercial Guide: https://www.trade.gov/knowledge-product/exporting-south-africa-market-overview
- The Franchise Association of South Africa: https://www.fasa.co.za
- The Restaurant Association of South Africa: http://www.restaurant.org.za/
- South African Tourism: https://www.tourism.gov.za
- The Federated Hospitality Association of South Africa (FEDHASA): https://fedhasa.co.za
- The Tourism Grading Council of South Africa: https://www.tourismgrading.co.za/

Appendix 1: BICO Report

Linking U.S. Agriculture to the World FAS

U.S. Exports of Agricultural & Related Products to *South Africa*
FY 2020 - 2024 and Year-to-Date Comparisons
(in millions of dollars*)

gats Global Agricultural Trade System Online

Export Market: *South Africa*

Product	Fiscal Years (Oct-Sept) 2020	2021	2022	2023	2024	October - April Comparisons 2024	2025	%Chg
Bulk Total	25.0	42.6	24.2	21.5	4.8	2.2	112.9	5033.3
Wheat	16.0	9.5	11.2	10.6	0.0	0.0	2.6	6429.8
Corn	0.0	0.0	0.0	0.0	0.0	0.0	58.6	-
Coarse Grains (excl. corn)	5.0	4.3	4.4	9.3	3.8	1.4	0.0	-
Rice	0.0	0.5	0.5	0.5	0.2	0.1	0.1	-45.8
Soybeans	0.0	25.2	0.0	0.0	0.0	0.0	46.3*	-
Oilseeds (excl. soybean)	1.0	0.9	0.6	0.0	0.0	0.0	0.0	1302.5
Cotton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-
Pulses	2.0	1.3	6.8	0.7	0.5	0.5	4.7	816.5
Tobacco	0.0	0.0	0.0	0.0	0.0	0.0	0.4	-
Other Bulk Commodities	1.0	0.8	0.7	0.4	0.3	0.1	0.3	89.7
Intermediate Total	116.0	95.6	152.2*	69.1	60.7	34.5	42.5	23.2
Milled Grains & Products	0.0	1.3	0.5	1.0	0.4	0.2	0.8	248.1
Soybean Meal	0.0	0.2	0.0	0.1	0.0	0.0	0.0	-
Soybean Oil	0.0	0.0	0.0	0.1	0.0	0.0	0.0	-
Vegetable Oils (excl. soybean)	6.0	2.9	15.0	7.5	5.5	4.1	1.8	-56.5
Animal Fats	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-
Live Animals	3.0	0.3	0.5	0.3	1.2	1.2	0.0	-
Hides & Skins	0.0	0.0	0.0	0.0	0.0	0.0	0.0	332.4
Hay	0.0	0.0	0.0	0.0	0.0	0.0	0.0*	-
Distillers Grains	0.0	0.0	0.0	0.1	0.0	0.0	0.0	-
Other Feeds, Meals & Fodders	38.0	20.5	67.3*	10.6	11.4	5.8	7.1	23.0
Ethanol (non-bev.)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-
Planting Seeds	30.0*	18.6	18.5	12.2	12.6	7.0	10.7	53.2
Sugar, Sweeteners, Bev. Bases	4.0	2.3	2.8	1.5	0.6	0.2	0.9	337.3
Dextrins, Peptones, & Proteins	12.0	20.0	17.4	15.5	9.7	5.7	8.5	47.9
Essential Oils	16.0	18.1	17.5	9.7	10.3	5.8	5.9	1.7
Other Intermediate Products	6.0	11.4	12.7	10.7	8.9	4.4	6.8	53.6
Consumer Oriented Total	169.0	178.0	185.1	165.1	119.1	74.7	54.8	-26.6
Beef & Beef Products	12.0	14.4	10.7	15.2*	5.9	3.2	0.7	-77.7
Pork & Pork Products	0.0	0.2	0.2	0.7	0.6	0.5	0.2	-50.1
Poultry Meat & Prods. (excl. eggs)	77.0	67.8	57.5	47.9	26.6	22.1	2.8	-87.4
Meat Products NESOI	0.0	0.8	0.1	0.1	0.3	0.0	0.0	60.9
Eggs & Products	1.0	1.4	0.7	0.0	0.5	0.3	0.3	-12.9
Dairy Products	10.0	16.6	21.4	10.5	9.2	4.7	8.1	71.8
Fresh Fruit	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-
Processed Fruit	2.0	1.8	2.2	3.0*	2.2	1.1	0.8	-26.8
Fresh Vegetables	0.0	0.2	0.2	0.0	0.2	0.1	0.1	48.4
Processed Vegetables	2.0	2.1	1.9	1.4	1.2	0.7	1.3	100.2
Fruit & Vegetable Juices	1.0	1.1	3.0	4.9*	3.3	1.6	1.6	0.9
Tree Nuts	23.0	18.8	33.2*	19.4	21.5	12.2	13.0	6.9
Confectionery	1.0	0.8	1.4	2.3*	1.3	0.8	0.7	-13.7
Chocolate & Cocoa Products	1.0	2.7	3.6	4.5*	2.3	1.2	1.2	-0.7
Bakery Goods, Cereals, & Pasta	2.0	1.4	1.7	1.3	1.1	0.6	0.5	-7.5
Food Preparations	15.0	16.1	14.0	13.9	13.9	8.9	7.7	-13.2
Condiments & Sauces	5.0	7.8	9.4*	6.2	7.0	4.1	3.6	-12.9
Non-Alcoholic Bev. (excl. juice)	4.0	4.5	4.0	8.4	3.5	1.7	1.8	3.9
Beer	1.0	0.1	0.1	0.0	0.0	0.0	0.0	-
Wine & Related Products	0.0	0.2	0.3	0.5	0.6	0.2	1.0	533.7
Distilled Spirits	10.0	15.2	17.0	21.7	15.3	8.8	7.3	-17.4
Nursery Products & Cut Flowers	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-
Dog & Cat Food	2.0	1.1	1.4	1.6	1.0	0.6	0.9	49.6
Other Consumer Oriented	1.0	2.9	1.2	1.7	1.8	1.2	1.0	-17.4
Agricultural Related Products	15.0	16.8	16.6	17.0	20.1	10.7	9.5	-11.4
Forest Products	9.0	13.2	14.4	14.7	16.8	8.4	7.9	-4.9
Seafood Products	6.0	3.7	2.2	2.3	3.3	2.4	1.6	-33.9
Agricultural Products	310.0	316.1	361.5	255.7	184.7	111.4	210.3	88.7
Agricultural & Related Products	326.0	333.0	378.1	272.8	204.8	122.1	219.8	79.9

Prepared By: Trade & Economic Analysis Division/GMA/FAS/USDA
Source: U.S. Census Bureau Trade Data

* Denote Highest Export Levels Since at Least FY 1970

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Biodiesel aggregate includes only higher-level and pure biodiesel HTS chapter 38 codes; biodiesel blends below 30% by volume (aka. petroleum oils containing biodiesel) found in chapter 27 are excluded.

Attachments:

No Attachments