

Required Report: Required - Public Distribution

Date: October 02, 2026

Report Number: SF2026-0036

Report Name: Retail Foods Annual

Country: South Africa - Republic of

Post: Pretoria

Report Category: Retail Foods

Prepared By: Nevolan Reddy

Approved By: Oliver Flake

Report Highlights:

The five biggest companies in South Africa's retail food industry are Woolworths Holdings Ltd., Pick n Pay Retailers Pty Ltd., Spar Group Ltd., Walmart-owned Massmart, and Shoprite Holdings Ltd. When combined, they make up over 60% of all food sales in retail settings. Retail food sales in South Africa reached \$55 billion in 2025. In 2025, South Africa imported \$3.7 billion worth of consumer-oriented agricultural goods. Retail trade sales account for a significant portion of the country's GDP. Subscription services, omnichannel shopping (a hybrid strategy that incorporates product information and reviews), and healthier options in the fresh food and wellness sectors are all becoming more popular in South Africa's retail food business.

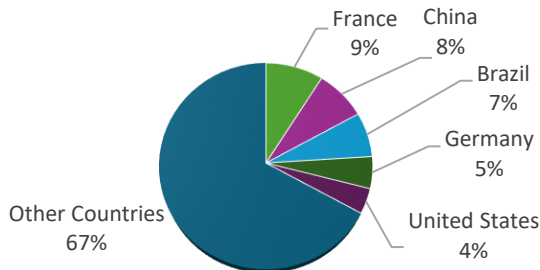
Executive Summary

South Africa, a middle-income economy of 63.1 million people, 67 percent of whom reside in urban areas, saw its GDP grow by 1.1 percent to reach \$427 billion. Although the country boasts a robust agricultural sector and ranks as Africa's leading exporter of agricultural products (valued at over \$15 billion in exports), significant gaps in the local market continue to offer strong prospects for U.S. retail food companies.

Consumer-Oriented Agricultural Imports

South Africa's agricultural product imports increased from \$7.9 billion in 2024 to \$8.3 billion in 2025, a 5 percent rise of which \$3.7 billion consisted of consumer-orientated imports. The United States accounted for four percent of these imports, compared to France's nine percent share, underscoring significant opportunity for U.S. exporters to expand market share in this highly competitive market.

FIGRUE 1: Consumer-Oriented Agricultural Imports by South Africa in 2025



Source: [Trade Data Monitor, LLC.](#)

Food Retail Industry

South Africa's food retail sector is substantial and well-established, accounting for nearly half of national retail sales. Both the quick-service and food and beverage segments continue to expand, with retail food sales reaching \$55 billion in 2025.

Food Processing Industry

South Africa's food processing industry experienced steady growth in 2025, tempered by margin compression and shifting consumer preferences. A persistent structural reliance on imported food ingredients and value-added inputs continues to support significant market access potential for U.S. exporters of both consumer-oriented products and processing-grade commodities..

Food Service Industry

South Africa's food service industry demonstrated both resilience and vulnerability in 2025, driven by strong growth in quick-service restaurants and the rapid rise of dark kitchens. The sector was further characterized by robust transaction volumes, evolving culinary preferences, and unique socioeconomic factors that continue to shape market access and last-mile distribution across South Africa's diverse trade territory

Market Fact Sheet: South Africa

Quick Facts CY 2025

Imports of Consumer-Oriented Products: \$3.7 billion

List of Top 10 Growth Products in South Africa

- | | |
|-------------------------------|----------------------------------|
| 1) Chocolate & cocoa products | 6) Tree nuts |
| 2) Coffee | 7) Dog & cat food |
| 3) Fresh fruit | 8) Bakery goods, cereals & pasta |
| 4) Distilled spirits | 9) Nursery products |
| 5) Non-Alc. beverages | 10) Chewing gum & candy |

2025 Food Industry by Channel

Food Industry Output	\$61.4 billion
Food Exports	\$15.2 billion
Food Imports	\$8.3 billion
Retail	\$55 billion
Food Service	\$6.4 billion

Top 10 South African Food Retailers

- | | |
|----------------------|--------------------------|
| 1. Shoprite | 6. Food Lovers Market |
| 2. Pick n Pay | 7. Boxer Superstores |
| 3. Spar Group Ltd. | 8. OK Franchise Division |
| 4. Woolworths | 9. Kit Kat Cash & Carry |
| 5. Massmart Holdings | 10. Choppies Enterprises |

GDP/Population

Population:	63.1 million people
GDP:	\$427.44 billion
GDP per capita:	\$6,769

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/Opportunities/Challenges

Strengths	Weaknesses
South Africa's advanced infrastructure, modern retail chains, and well-established distribution networks position the country as a competitive and convenient entry point for U.S. exporters seeking access to markets throughout Southern Africa.	Exchange rate volatility poses a challenge for exporters, as it can disrupt importer purchasing patterns. In addition, rising fuel prices are driving up logistics costs for importing goods into South Africa.
Opportunities	Challenges
A digitally engaged, social media-savvy consumer base is driving demand for branded and premium food and beverage products, while the country's position as a key regional distribution hub extends U.S. export reach across Southern Africa.	U.S.-origin goods are subject to import tariffs, including additional duties on livestock-derived products. Licensing requirements and certification processes further complicate market entry, extending lead times for exporters.

SECTION 1: Market Summary

South Africa's retail food sales grew by \$5 billion to reach \$55 billion in 2025, driven by favorable economic conditions and shifting consumer preferences. The market's top five retailers—Shoprite, Pick n Pay, Spar Group, Woolworths, and Massmart—hold an estimated combined 30–35 percent, 18 percent, 15 percent, 10 percent, and 8 percent market share, respectively (Massmart includes Walmart, Makro, and Game). Together, these retailers command a substantial share of the industry, offering U.S. exporters a well-organized and accessible retail environment.

The combined retail, wholesale, food delivery, catering, and lodging sectors contribute around 15 percent of South Africa's GDP, with retail trade alone typically accounting for half to three-fifths of that grouping—roughly 9 percent of GDP. In 2025, the combined trade, catering, and lodging sector grew 2.3 percent, contributing 0.3 percentage points to South Africa's overall real GDP growth of 1.1 percent. As Africa's most advanced and diversified economy, with a strong financial sector and preferential access to [Southern African Development Community](#) (SADC) markets, South Africa serves as a key entry point for U.S. exporters targeting the region.

In 2025, South African retail food consumers balanced tight household budgets against growing demand for convenience, quality, and health transparency—remaining highly price-conscious yet equally quality-conscious. Genuine ingredients and trust outweighed blind brand loyalty, as debt and rising living costs eroded purchasing power and pushed consumers toward value-seeking behavior without sacrificing quality expectations. Per the [FNB/BER Consumer Confidence Index](#), consumer sentiment remained negative throughout 2025, ranging from -20 in Q1 to -9 in Q4. [Statistics South Africa](#) reported average annual consumer price inflation of 3.2 percent in 2025—the lowest rate in 21 years. These trends point to a market that, while still cautious, is becoming increasingly receptive to high-quality goods—offering continued opportunity for U.S. exporters.

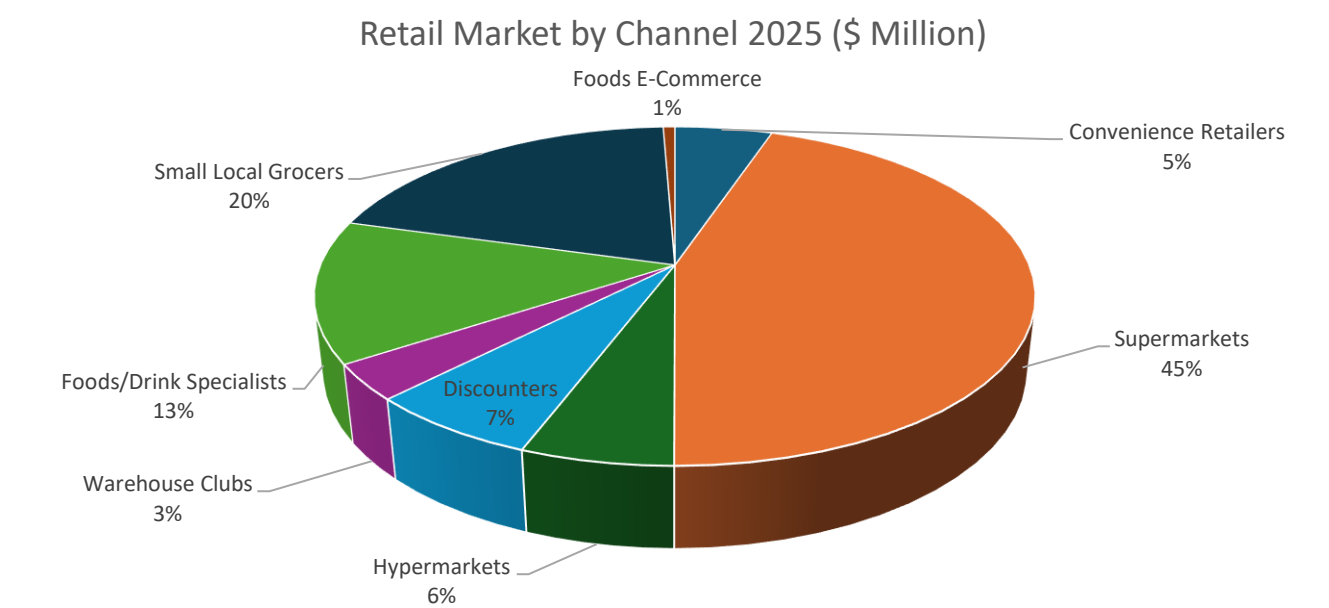
Table 1: Advantages and Challenges Facing U.S. Exporters

Advantages	Challenges
Sophisticated retail and banking infrastructure: A highly developed commercial ecosystem, led by major players like Massmart and Walmart, streamline’s payment processing.	High market entry barriers: The top five retailers control roughly 80 percent of food retail market share, making shelf space difficult for new entrants to secure.
Strong "Gateway to Africa" position: South Africa's advanced transportation network makes it an ideal hub for reaching sub-Saharan consumers.	Port and logistics decay: Deep inefficiencies and maintenance backlogs at national ports and railroads cause shipping delays and increased costs.
Strong affinity for U.S. brands: A growing wave of young, health-conscious consumers actively favors American processed foods, health foods, and snacks.	Aggressive local sourcing mandates: The South African government enforces strict industrial localization requirements that favor domestic manufacturing.
Widespread English usage: English serves as the primary language of business, law, and marketing, removing linguistic barriers to corporate communication.	Opaque technical and non-tariff barriers: Complex import permit procedures and burdensome technical requirements complicate customs clearance.
Resilient export market: U.S. exports to South	Steep bilateral trade deficit: The United States'

Africa grew more than 8 percent in 2025, reflecting strong demand for American goods.	large and growing trade deficit with South Africa remains a persistent political flashpoint.
Deepening regional trade integration via AfCFTA: Advances under the African Continental Free Trade Area enable U.S. companies to manufacture in South Africa for duty-free export across the continent.	Geopolitical pivot toward BRICS: South Africa's deepening ties with China and India elevate non-Western competitors in the market.
Gaps in domestic food supply: Despite general self-sufficiency, demand is rising for premium agricultural imports and specialty culinary ingredients.	Restrictive agricultural quotas: Protectionist measures, including the strict Tariff-Rate Quota (TRQ) on U.S. chicken, limit import volumes.
Abundant manual labor: A large, motivated labor pool supports local processing, warehousing, and distribution networks.	Shortage of skilled technical labor: A deficient public education system makes finding or hiring qualified local technical talent difficult.
Predictable Partner Alignment: Major national grocery chains and institutional purchasers constrained by local transformation charters are accessible to U.S. exporters through compliance-ready South African importers who successfully negotiate AgriBEE scorecards.	AgriBEE Export Permit Quotas: Compliance requirements related to the Amended AgriBEE Sector Code are included in the allocation of agricultural import/export permits (such as poultry or specialty quotas).

For comprehensive information about the South African market, see the FAS Pretoria [Exporter Guide](#). The U.S. International Trade Administration's [South Africa Country Commercial Guide](#) offers additional insight into the business environment in South Africa.

FIGURE 2: 2024 Retail Sales by Channel



Source: [Euromonitor International](#)

Despite high unemployment and constrained household budgets, South Africa's retail sector showed resilient growth in 2025, expanding roughly 3.7 percent year-over-year, according to Stats SA. Online sales accounted for nearly 10 percent of total retail, per [World Wide Worx](#), with quick-commerce apps like Sixty60 driving rapid growth in digital and e-commerce channels. Consumer research showed quality outweighing price and brand as the primary purchase driver, even as persistent energy and water restrictions—along with import dependence—left discretionary household spending vulnerable to global shocks.

Consumer behavior in 2025 reflected cautious optimism and a growing emphasis on value. Ongoing economic pressures led consumers to prioritize discounts, transparent pricing, and cost savings over traditional brand loyalty, while still expecting digital convenience, ethical sourcing, and health-oriented products. The continued expansion of Amazon South Africa into food and health supplement categories introduced new competitive dynamics to the domestic e-commerce landscape.

The monthly cost of a basic food basket ranged from approximately \$180 to \$310 in 2025, depending on composition. A typical household of four spent between R8,000 and R10,000 per month (roughly \$430–\$540 at 2025 exchange rates). Spending on animal proteins, oils and fats, and fresh produce trended upward, while bread and cereal prices eased modestly in line with global commodity trends. For detailed food price and wage tracking data, refer to official publications from the National Agricultural Marketing Council (NAMC).

South Africa's retail sector offers significant opportunity for American businesses. U.S. products remain highly attractive to South African consumers despite occasional constraints on availability and price. Exporters can succeed by staying ahead of trends,

Key Trends in the South African Food Retail Sector:

- E-Commerce Surpasses the 10 Percent Threshold; Quick-Commerce Dominates: Global and local cross-border platforms such as Amazon, Walmart/Makro, and Temu raised consumer expectations for convenience and price transparency, while Checkers Sixty60 maintained its lead in grocery delivery.
- Heightened Price Sensitivity Meets Conditional Brand Loyalty: Shoppers compared value aggressively, and brand heritage no longer guaranteed sales—consumers quickly switched to private-label or alternative products whenever a trusted brand raised prices excessively or reduced quality.
- Fragmentation of Shopper Missions and Trip Patterns: Distinct shopping behaviors emerged, including payday/monthly bulk purchases, mission-driven alcohol purchases (with off-trade sales split between value/illicit-excite-pressed and premium products), quick forecourt top-ups, and pharmacy-driven wellness trips.
- Township and Independent Retail Renaissance: Government and major suppliers made significant investments in local businesses, forming supply alliances with independent wholesalers and township spaza shops.
- Shift Toward Convenience-Oriented, Ready-to-Eat Staples: Speed and zero-prep options increasingly dominated basket selections.

These retail trends offer U.S. exporters clear opportunities to target high-margin product lines, digital entry points, and localized fulfillment strategies.

adapting to shifting consumer preferences, and leveraging digital tools to enhance the shopping experience. Prioritizing sustainability, convenience, and personalization will be key to meeting South African consumer demand while aligning with U.S. company values.

SECTION 2: Road Map for Market Entry

2.1 Entry Strategy

U.S. exporters must understand the requirements and preferences of their target market to successfully enter the South African market. FAS Pretoria recommends the following steps to ensure seamless market entry:

- **Engage with FAS Pretoria:** U.S. exporters are encouraged to contact FAS Pretoria for a list of South African food and beverage importers.
- **Work with Local Agents:** Exporting through experienced and reputable distribution or import agents familiar with the South African retail market is the safest and most efficient way to enter the market.
- **Select a Competent Agent:** U.S. exporters must choose an agent registered with the South African Revenue Services (SARS). The agent should be able to:
 - Manage customs clearance.
 - Ensure compliance with all regulatory requirements.
 - Handle documentation, warehousing, and financing arrangements.
- **Register with SARS:** U.S. exporters must also register with SARS. SARS will only process registration after the exporter nominates a registered South Africa agent.
- **Conduct Market Research:** Successful U.S. exporters conduct thorough market research before engaging with retailers, agencies, or importers. FAS Pretoria recommends personal visits to South Africa to build relationships and assess market conditions. Regular communication with local agents helps ensure they effectively represent exporter interests and keep exporters informed of changes to import procedures. Widely used teleconferencing tools such as Microsoft Teams, Zoom, and WhatsApp can help build rapport with importers ahead of in-person meetings.
- **Participate in Market Development Events:** FAS organizes trade shows and exhibitions to promote U.S. food and agricultural products. These events attract thousands of buyers and distributors, offering U.S. exporters valuable opportunities to showcase products, build partnerships, and address buyer inquiries. FAS also organizes buying teams of foreign importers to visit U.S. trade shows, fostering connections and facilitating trade.
- **Leverage State and National Resources:** U.S. exporters are encouraged to seek additional support from their [State Regional Trade Group](#) (SRTG) and the [National Association of State Department of Agriculture](#) (NASDA). [Cooperator groups](#) also organize trade missions and help companies in participating in trade shows, creating further opportunities to connect with South African buyers.

By taking these steps, U.S. exporters can successfully navigate the South African market, build solid relationships with regional partners, and position their products for success in this dynamic and growing market.

2.2 Market Structure

South Africa's retail industry is well developed relative to other African countries, offering a combination of centralized and decentralized distribution networks.

- **Formal Market Concentration:** In 2025, the South African retail sector experienced aggressive discount-store expansion, growing on-demand delivery, resilient growth despite economic pressure, and established retailers venturing into township and fintech markets. Four to five vertically integrated business conglomerates controlled over 80 percent of total retail food sales.
- **Dual Structure & Informal Channels:** Kiosks, open-chain/independent wholesalers, local general dealers, and spaza stores captured 25–33 percent of general retail value. Independent wholesalers and spazas faced competitive pressure as large corporate chains pursued small-format and discount footprint expansion into townships, rural areas, and low-income communities.
- **Pricing and Promotions:** Transitory macroeconomic boosts, interest rate cuts, and declining food inflation fueled volume recovery, but persistent budget constraints led customers to rely heavily on multi-tier pricing, loyalty programs, and promotions, driving a "shop-the-deal" mentality.
- **Channel Convergence & Tech:** Omnichannel growth, mobile-driven e-commerce, cold-chain/renewable energy investments, and alternative integration models with informal township traders shaped mid-to-large company strategies.

For comprehensive details on government agencies, trade documents, and health certificates required for specific products, see the FAS Pretoria [Food and Agricultural Import Regulations and Standards \(FAIRS\) Export Country Report](#) and the [FAIRS Export Certificate Report](#).

Table 2: Top Food Retailers in South Africa

RETAILER	WEBSITE
Shoprite Holding Ltd	www.shopriteholdings.co.za
Pick n Pay Retailers	www.pnp.co.za
Spar Group	www.spar.co.za
Woolworths Holding Ltd	www.woolworths.co.za
Massmart Holding Ltd	www.massmart.co.za

SECTION 3: Competition

Domestic producers and the [Southern African Customs Union \(SACU\)](#)-comprising Botswana, Eswatini, Lesotho, and Namibia-pose a significant threat to U.S. exports to South Africa. Duty-free entry into the South African market gives SACU members a competitive advantage. South Africa has also forged advantageous trade agreements with several key international partners including the [European Union](#), [MERCOSUR](#) (Southern Common Market, comprising Argentina, Bolivia, Brazil, Paraguay, and Uruguay), and the [BRICS](#) bloc (Brazil, Russia, India, China, and South Africa).

South Africa is also actively negotiating trade agreements and tariff schedules under the [African Continental Free Economic Area](#) (AfCFTA), which seeks to establish a single economic bloc across the continent. These alliances provide South Africa with favorable market access, increasing competition for

U.S. exporters entering the market. Major suppliers from Europe, Asia, and the Americas compete aggressively to meet South Africa's rising demand for premium food and beverage products in the fiercely competitive consumer-oriented import market.

Table 3: Competitive Overview of South Africa 2025 Imports of Consumer Oriented Products

Product Category	Market Share of Major Suppliers	Strength of Key Supply Countries	Advantages and Disadvantages of Local Supplies
Distilled spirits 2025 total imports: \$415 million	France = 38% UK = 20% Ireland = 17% United States = 5%	France leads in wine and grape alcohol imports, while the UK leads in whiskey.	South Africa's local supply of premium alcoholic beverages cannot meet domestic demand, creating import opportunities.
Chocolate and cocoa products 2025 total imports: \$308 million	Indonesia = 14% Malaysia = 12% Ivory Coast = 8% United States = 1%	Indonesia, Malaysia, and Côte d'Ivoire dominate cocoa and chocolate imports.	Demand for reduced-sugar and sugar-free chocolate products is rising in South Africa, one of Africa's largest confectionery markets.
Poultry Meat & Products (ex. Eggs) 2025 total imports: \$279 million	Brazil = 77% Argentina = 5% United States = 4%	Brazil is the top poultry exporter to South Africa; the United States focuses on chicken leg quarters.	Local poultry suppliers face high input costs, infrastructure constraints, and import policy tensions.
Bakery goods, Cereals, and pastas 2025 total imports: \$221 million	Belgium = 13% Indonesia = 10% Cote d'Ivoire = 9% United States = 0.5%	Eswatini led in eggless spaghetti supply, with Namibia also a supplier; the United States led in bread and pastries.	South Africa imports pasta to meet demand, and SACU members benefit from regulatory advantages that reduce costs relative to domestic producers.
Soup and other food preparations 2025 total imports: \$225 million	Germany = 14% Poland = 12% USA = 9%	Germany and Poland lead import volumes, though U.S. food preparation exports have grown significantly.	Time constraints on meal preparation are driving demand for processed and ready-to-eat foods.
Dairy products 2025 total imports: \$210 million	France = 23% Germany = 11% New Zealand = 11% United States = 8%	Germany leads in lactose supply, New Zealand in processed cheese, and France in whey and cream.	Local dairy output varies by category, creating import demand to cover supply gaps.
Coffee Roasted and Extracts 2025 total imports: \$184 million	Netherlands = 23% Germany = 16% Spain = 14% United States = 0.2%	The Netherlands leads in coffee extracts, while roasted coffee beans rank as the second-most exported product among the top three countries.	Local coffee suppliers faced severe margin compression, rising import-dependent raw material costs, and an overtraded café sector in 2025.

Non-Alcoholic Beverages (ex. juices, coffee, tea) 2025 total imports: \$172 million	Austria = 52% Switzerland = 34% UAE = 10% United States = 1%	Austria leads in mineral water exports to South Africa, while the United States exports sweetened or flavored water.	Local non-alcoholic beverage suppliers face severe cost-push inflation, heavy raw-material exposure, and infrastructure friction.
Processed Vegetables 2025 total imports: \$172 million	China = 25% Italy = 16% Belgium = 12% United States = 1%	China is the largest supplier, with Belgium and Italy also contributing substantially.	China leads the processed vegetable market, and imports complement domestic production.
Fresh Fruit 2025 total imports: \$124 million	Mozambique = 45% eSwatini = 20% Spain = 16%	Mozambique, Eswatini, and Spain are the top fresh fruit exporters to South Africa.	Local fresh fruit suppliers and domestic market channels faced severe structural, logistical, and demand-side pressure.

Source: [Trade Data Monitor, LLC](#).

China, Brazil, and the EU rank among the top suppliers in South Africa's consumer-oriented goods import sector. While domestic production satisfies some demand, imports remain essential to augment supply, offering U.S. exporters opportunities to expand market share in this competitive and growing industry.

SECTION 4: Best Product Prospects Categories

South Africa's rising demand for premium imported food and beverage products offers substantial opportunities for U.S. exporters, particularly in consumer-oriented categories.

Table 4: Top Consumer-Oriented Products Imported from the World

Product	Annual Series (Value: Million USD)		
	2023	2024	2025
All Consumer-Oriented	3,188	3,457	3,698
Distilled Spirits	336	356	415
Chocolate & Cocoa Products	183	221	308
Poultry Meat & Prods. (ex. eggs)	257	292	279
Bakery Goods, Cereals, & Pasta	231	245	272
Soup & Other Food Preparations	186	230	225
Dairy Products	253	210	210
Coffee, roasted & extracts	134	139	184
Processed Vegetables	203	161	172
Non-Alcoholic Bev. (ex. juices, coffee, tea)	126	152	172
Fresh Fruit	82	104	124

Source: [Trade Data Monitor, LLC](#).

Although U.S. exports to South Africa remain relatively small, significant room for growth exists in categories such as coffee, chocolate, distilled spirits, and poultry, as South African consumers increasingly seek premium and diverse product options.

Table 5: Top 10 Consumer-Oriented Products Imported from the United States

Product	Annual Series (Value: Thousand USD)		
	2023	2024	2025
Consumer-Oriented All	152,511	111,537	129,922
Tree Nuts	21,678	20,525	21,414
Dairy Products	6,451	10,715	18,290
Poultry Meat & Products (excl. eggs)	43,783	19,120	17,771
Distilled Spirits	16,939	13,334	16,967
Food Preparations	14,303	13,877	15,026
Wine & related products	451	1,367	14,046
Condiments & Sauces	6,715	7,195	6,471
Non-Alcoholic Bev. (excl. juice)	8,322	3,708	2,784
Beef & Beef Products	14,079	5,090	2,404
Fruit & Vegetable Juices	5,156	4,028	2,254

Source: [USDA, Global Agricultural Trade System \(GATS\)](#)

South Africa's top imported U.S. consumer-oriented goods in 2025 included tree nuts, dairy products, poultry, distilled spirits, food preparations, wine, condiments and sauces, non-alcoholic beverages, beef, and fruit and vegetable juices reflecting strong demand for a diverse range of high-quality food and beverage options.

4.1 Products Present in the Market with High Sales Potential.

Value-conscious retail shifts, expanding health sectors, and bulk commodity demand primarily drive high-sales-potential U.S. agricultural and food products in South Africa. Products with strong sales potential include tree nuts (particularly almonds), poultry meat, bulk grains and oilseeds, food preparations, spirits, planting seeds, and sauces. While demand is growing for organic, gluten-free, low-sugar, and fortified functional foods from the United States, high consumer price sensitivity continues to favor bulk purchases, discount-focused retailers, and limited buying of U.S. products.

4.2 Products Not Present in Market with Sales Potential

Changing consumer preferences and unmet demand create substantial opportunities in South Africa's food and beverage sector for American products not yet widely available but with strong sales potential. Fish and seafood products—particularly premium or responsibly sourced options—may perform well as South African consumers seek healthier protein options and international flavors. Healthy beverages such as plant-based milk, functional drinks, and low-sugar alternatives appeal to the growing health-conscious population. Frozen foods, including ready-to-eat meals and frozen vegetables, meet demand for convenience amid busy urban lifestyles. Pet food represents an emerging market with significant growth potential, particularly premium or specialty formulations for health-conscious pet owners.

Prepared foods and snacks—such as chocolate bars, nut mixes, and international-style snacks—appeal to South Africa's youthful, tech-savvy population. Condiments, sauces, and spices, including distinctive spice blends and marinades, offer opportunities to capitalize on the country's preference for bold flavors across diverse cuisines. Fruit and vegetable juices, particularly organic or unconventional blends, may

attract health-conscious consumers seeking sugar-free alternatives. Beef and beef products—including offal such as hearts and lungs—hold promise in both retail and foodservice sectors, given South Africa's strong meat-consumption culture and demand for varied cuts and preparations. These categories represent untapped opportunities for U.S. exporters to introduce innovative, high-quality products that meet the demands of South Africa's dynamic, increasingly globalized market.

4.3 Product Not Present in Market due to Significant Barriers

Certain U.S. meat and animal products face ongoing restrictions or partial barriers in South Africa due to regulatory compliance obstacles. Non-tariff sanitary/phytosanitary (SPS) measures and trade policy barriers limit or restrict specific segments; however, no complete or blanket consumer bans exist on general U.S. food products.

SECTION 5: Key Contacts and Further Information

5.1 FAS South Africa

For questions or additional information regarding this report, contact the FAS Office of Agricultural Affairs at the U.S. Embassy in Pretoria:

Agricultural Affairs Office	Phone: +27 12 431 4057
Physical Address:	Email: AgPretoria@state.gov
Office of Agricultural Affairs	Website: http://www.fas.usda.gov
U.S. Embassy, Pretoria, South Africa	
877 Pretorius Street,	
Arcadia, Pretoria, 0083	
P.O. Box 9536, Pretoria, 0001	

For a directory of relevant South African government agencies, see the [South African FAIRS Country Report](#). Additional FAS market and commodity reports are available at <https://www.fas.usda.gov/data>.

5.2 Table of South African Government Regulatory Agencies

For a list of relevant South African government agencies, see the [South African FAIRS Country Report](#)

5.3 List of U.S. and South African Resources

The following organizations and agencies provide supplementary trade, regulatory, and market intelligence resources for U.S. exporters operating in, or entering the South African market:

Organization	Website
American Chamber of Commerce in South Africa	amcham.co.za

U.S. Commercial Service – South Africa	trade.gov/south-africa
U.S. ITA – South Africa Country Commercial Guide	trade.gov
Corporate Council on Africa (CCA)	africacncl.org
U.S. Export-Import Bank (EXIM)	exim.gov
U.S. International Development Finance Corporation (DFC)	dfc.gov
Franchise Association of South Africa	fasa.co.za
Restaurant Association of South Africa	restaurant.org.za
South African Tourism	tourism.gov.za
Federated Hospitality Association of South Africa (FEDHASA)	fedhasa.co.za
Tourism Grading Council of South Africa	tourismgrading.co.za
Department of Trade, Industry and Competition (the dtic)	thedtic.gov.za
South African Revenue Service (SARS)	sars.co.za
National Agricultural Marketing Council (NAMC)	namc.co.za
Business Unity South Africa (BUSA)	busa.org.za
South African Chamber of Commerce and Industry (SACCI)	sacchi.org.za
Trade Forward Southern Africa (TFSA)	tfsouthernafrica.org
Wesgro Trade Promotion	wesgro.co.za
Gauteng Growth and Development Agency (GGDA)	ggda.co.za
International Trade Administration Commission (ITAC)	itac.org.za

Attachments:

No Attachments