



# Invest in Food & Beverage in Cape Town & the Western Cape September 2025

**Wesgro**  
cape town & western cape  
tourism, trade & investment



# Wesgro is the tourism, trade and investment promotion agency for Cape Town and the Western Cape



- Wesgro is part of the broader economic leadership team in Cape Town & the Western Cape
- Proudly South African
- Responsible for ensuring that the region is positioned to compete in a challenging global economy
- Our mandate
  - Differentiate Cape Town & the Western Cape as a leading regional economy
  - Increase foreign and domestic investment into Cape Town & the Western Cape
  - Grow Western Cape exports of goods and services
  - Grow leisure tourism consideration in international and local markets as well as growth in business events
  - Be a future-fit, relevant and trusted Tourism, Trade & Investment Promotion Agency (TTIPA)
- Publicly-funded with a private sector Board, +100 Staff
- Located in the nexus between
  - Government & Private Sector
  - Present & Future Economies
  - Local & Global Stakeholders

# Key messages – Food & Beverages

- 1 The Western Cape is a strategic springboard into the rest of the African continent, and beyond, linking businesses to high growth opportunities through preferential market access
- 2 South Africa is the leading agricultural exporting nation on the African continent, reaching a record USD 13.7 billion in 2024, marking a 3% increase from the previous year. The Western Cape is the leading exporter of agricultural produce in South Africa
- 3 The Food and Beverage sector is known for organised business across the sub-sectors, supportive government policy and regulation, high quality infrastructure and processing capacity e.g., wine, fruit canning, juicing, and beer
- 4 The Western Cape's Food and Beverage sector is driven by innovation, sustainability and efficiency, which supports the cost competitiveness of the industry
- 5 The Western Cape provides an enabling business environment with Wesgro providing support throughout the investment lifecycle

# South Africa A vibrant, emerging market connecting Africa with the world



USD 363 billion economy



Market of 63 million people



Africa's most industrialized and most diversified economy



50% of multinationals in Africa located in SA



AfCFTA gateway with preferential access to African markets



Sophisticated financial services and banking sector



JSE

Deep bench of powerful and well managed corporations which via the JSE have the highest capitalization to GDP ratio in the world





# Western Cape A leading regional economy

- Unprecedented, multi-billion USD public and private sector infrastructure investment pipeline, reshaping the economic future
- Leading South Africa's job recovery
- Modern, services-led economy
- Growth sectors aligned to the future
- Leading tourism destination
- Institutional stability and good governance
- Global connectivity
- GFCF is rising, however needs spatial rebalancing

South Africa's most resilient & investable province



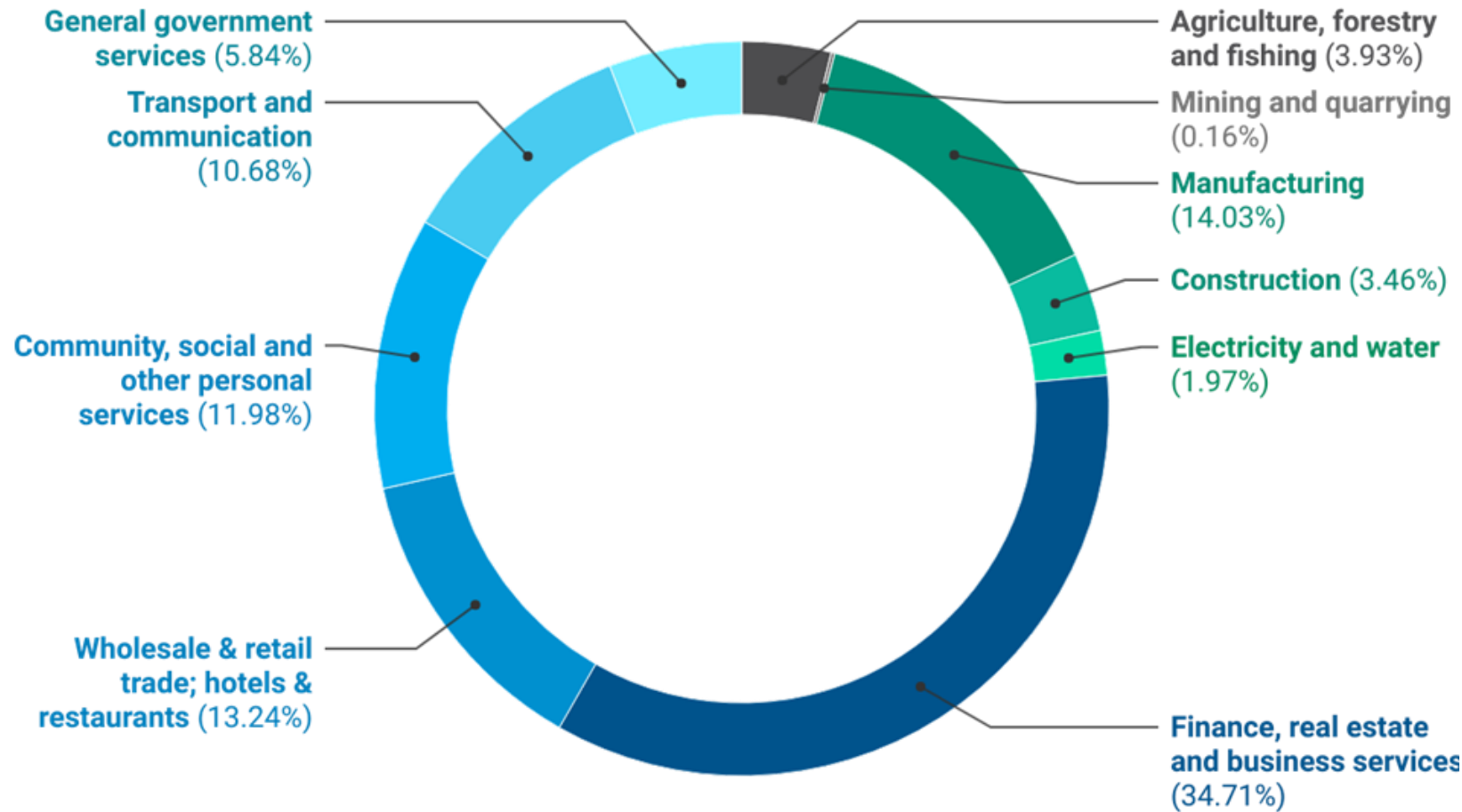
# Western Cape Diverse & resilient economy with a well-developed services sector, 76% of GVA

USD 51 billion regional economy

7.5 million people

Diversified and export-oriented

Composition of GVA at constant 2015 prices (2024Q4), WC



# Food & Beverage Compelling reasons to invest in the Western Cape

1

## Market Size & Growth Potential:

The World Bank places the total value of Africa's food and beverage market at USD 313 billion, with expectations to reach USD 1 trillion by 2030.

2

## Export Leadership:

The region accounts for over **52%** of South Africa's primary agriculture, valued at **USD 3.76 billion**, with Europe, the United States, and China as major trading partners.

3

## Export-Driven Ecosystem:

Well-established infrastructure supports high-volume exports to key markets.

4

## Strategic Gateway to Africa:

With the implementation of the African Continental Free Trade Area (AfCFTA), the Western Cape is positioned as a springboard for expansion into Africa's consumer market.

5

## Technology-Driven:

The adoption of smart farming, precision agriculture, and agri-processing automation is enhancing productivity, reducing costs, and ensuring quality compliance with global standards.

6

## Commitment to Sustainability

In 2010, South Africa introduced the world's first industry-wide sustainability seal, certifying wines from grape to glass. Issued by the Wine and Spirit Board, it ensures traceable, audited environmental standards, with each seal's credentials verifiable online.

7

## Rising Global Demand

The global food market is projected to reach **USD 9.12 trillion** in 2024, growing at **6.7%** annually.

8

## A Well Governed Agri and Food & Beverage Industry

High food and beverage standards to meet local and global requirements including for export focused products.

9

## Skilled Workforce & Innovation Hubs:

Cape Town and Stellenbosch are home to agri-tech and food-tech innovation clusters driving sector advancements.

10

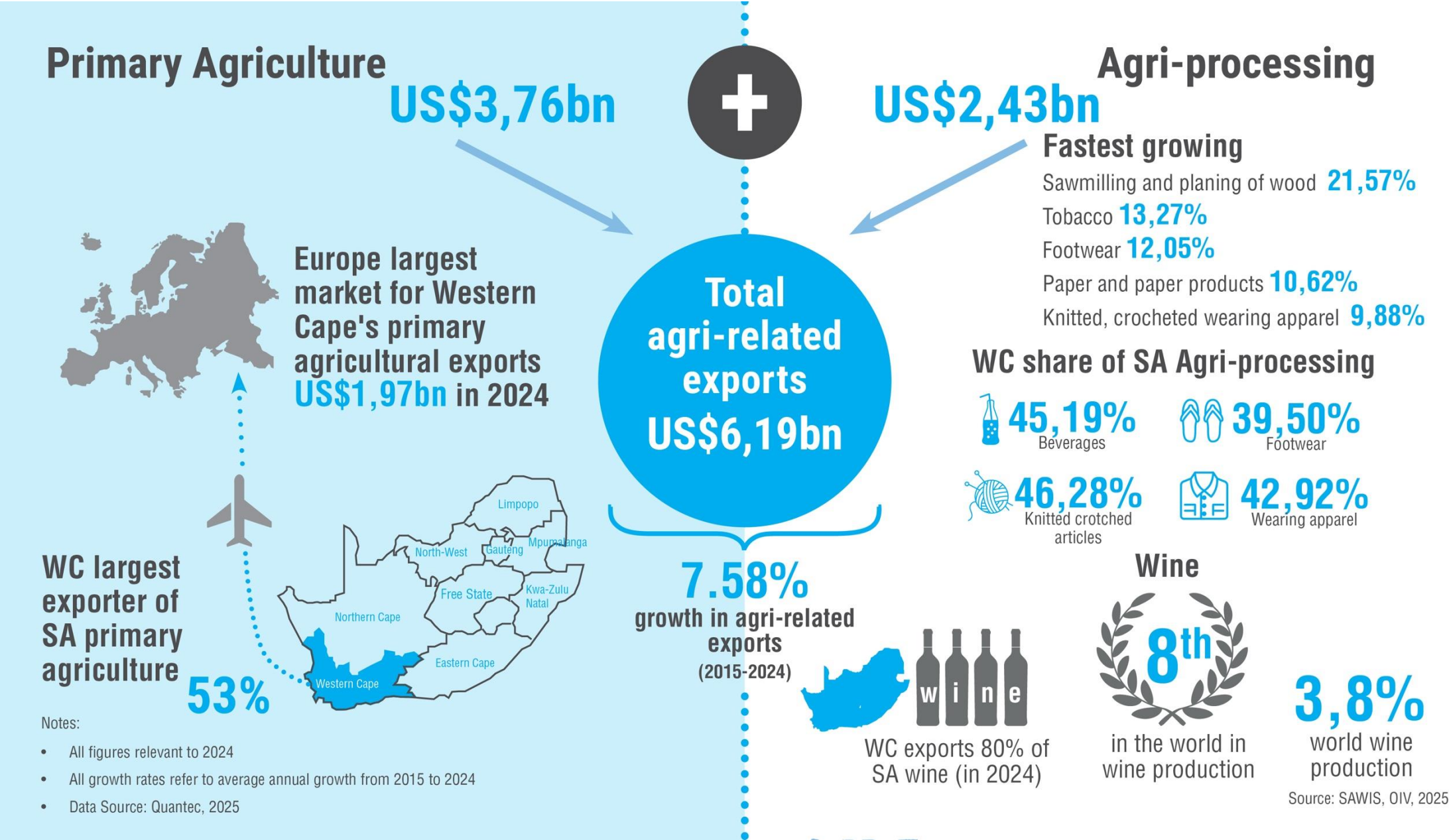
## Incentives

For additional information scan here:



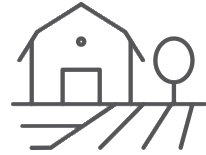


# Food & Beverage Agricultural-related exports reached R113bn in 2024





# Food & Beverage Investment opportunities across multiple sub-sectors in the Western Cape



## Primary Agriculture

- Horticultural products
- Alternative high value crops
- Agri-tech



## Food and Beverage (Incl Halal)

- Beverages (non-alcoholic and alcoholic)
- Canned fruit and veg
- Spices, seasonings and sauces
- Grain milling and bakery products



## Fishing & Aquaculture

- Both large-scale commercial fishing operations and smaller-scale fishing
- Fish processing
- Aquaculture

# Food & Beverage Western Cape home to prominent global and local investors

## Primary Agriculture



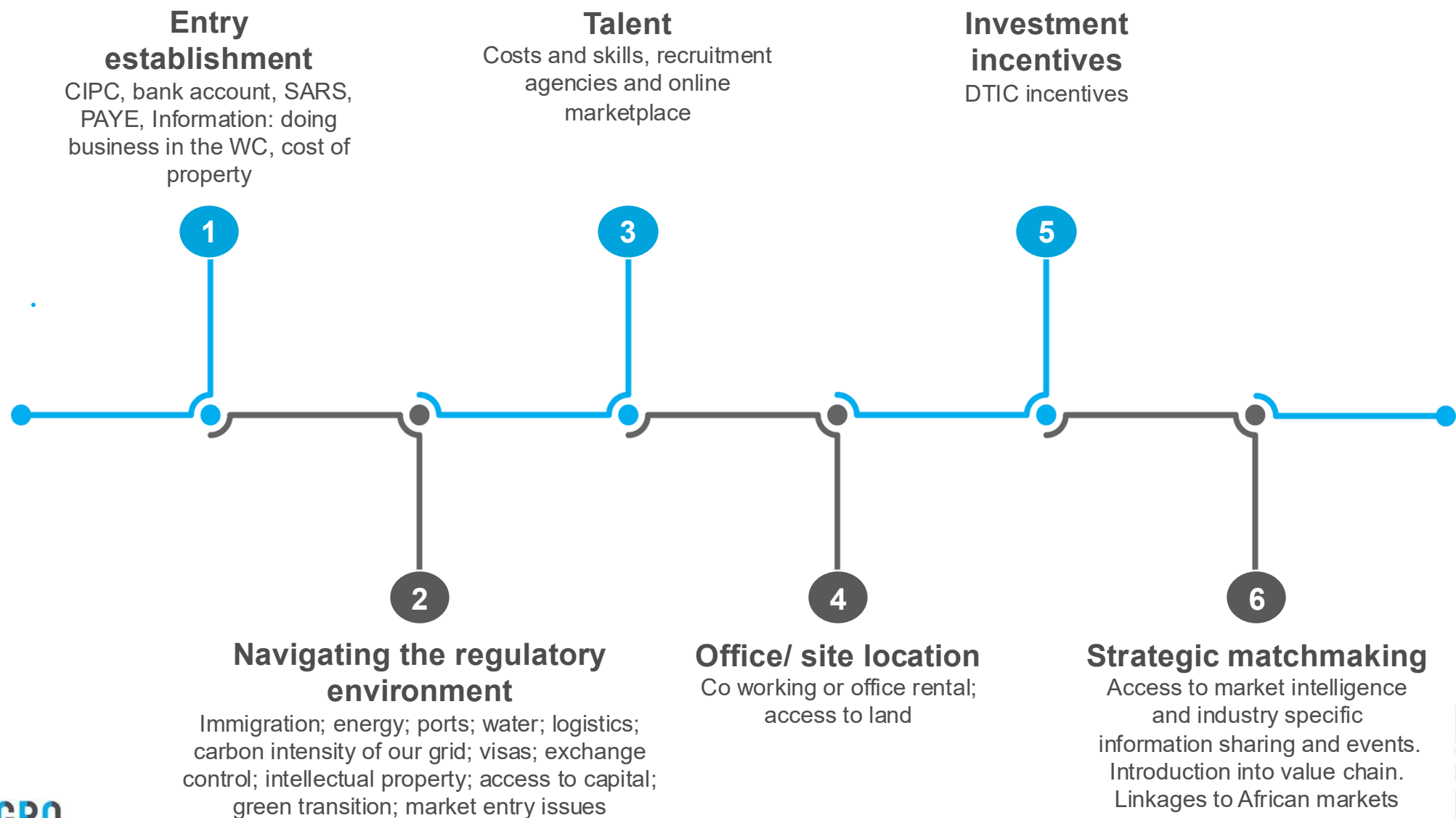
## Food & Beverage (Incl Halal)



## Fishing & Aquaculture



# Investment Facilitation How Wesgro supports investors







More detail

23 September 2025



# Primary Agriculture

A consumer market in Africa of USD3.4 trillion presents significant opportunities for investors

Global market opportunity	Africa/ Sub-Saharan African market opportunity	South African market opportunity
<ul style="list-style-type: none"><li>• In 2022, the global value added by agriculture, forestry, and fishing reached USD 3.8 trillion, marking an 89% increase from 2000 levels.</li><li>• Agricultural output continues to grow but at a slowing pace compared to previous decades. Growth is mainly as a result of productivity improvements (yields per hectare).</li><li>• Agriculture has expanded more rapidly in the Global South than the Global North (growth constant), mainly stimulated by rising world population, shifts in food demand, technological advancements, and policy changes.</li></ul>	<ul style="list-style-type: none"><li>• The value of agriculture and fish production is expected to increase by 27% over the coming decade, an average annual gain of 2.2%.</li><li>• Sub-Saharan Africa is a vast and diverse region that comprises 19% of the world's agricultural land yet provides only 7% of global agricultural output value.</li><li>• AfCFTA provides access to 1.3 billion consumers across a USD 3.4 trillion market.</li></ul>	<ul style="list-style-type: none"><li>• Over the past 5 and 10 years, the Western Cape's agricultural sector grew at an average annual rate of 2.5% and 2.7%, reaching R25.6 billion in 2023.</li><li>• The sector maintained its national share at 16% for agriculture and 21% for agri-processing.</li></ul>

# Primary Agriculture A sector driven by strong export performance, diverse market access & commitment to innovation & sustainability

## An export-orientated sector with access to local and international markets

- Access to a strong regional market.
- SADC includes 360 million people, with many large South African retail chains based in the region.
- AfCFTA will provide access to 2.4 billion people once fully operational.

## Western Cape leads in the supply of key crops

- SA is the second largest exporter of citrus globally. The Western Cape leads in terms of soft citrus production and exported citrus to the value of R23 billion (2024).
- The Western Cape produces 88% of deciduous fruit in South Africa (stone fruit and pomefruit).

## Sustainable agricultural practices

- The Western Cape is known for advanced farming techniques, data-driven agriculture, and climate-smart practices, supported by provincial government.
- Opportunities for investment in remote sensing (drone technology) and undercover farming (shade netting and tunnels).

## Investment opportunities in alternative crops given climatic changes

- Alternative crops now being developed in the Southern Cape – macadamias, almonds, avocados, kiwi fruit, almonds.

Primary Agriculture Western Cape home to prominent global and local investors



# Food & Beverage Growth driven by growing demand, with consumer spending valued at USD\$ 19.96 billion in South Africa

Global market opportunity	Africa/ Sub-Saharan African market opportunity	South African market opportunity
<ul style="list-style-type: none"><li>• The global food market was projected to reach USD 9.12 trillion in 2024, growing at 6.7% annually.</li><li>• The industry is seeing transformative shifts driven by evolving consumer preferences, technology, sustainability goals, and economic pressures.</li><li>• Some of the key investment trends:<ul style="list-style-type: none"><li>• Sustainable and Ethical Food Systems, FoodTech and AgriTech Innovation, Supply Chain Resilience and Traceability, Direct-to-Consumer (DTC) and E-commerce Models, M&amp;A and Private Equity Consolidation, Alternative Packaging and Circular Economy.</li></ul></li></ul>	<ul style="list-style-type: none"><li>• The World Bank places the total value of Africa's food and beverage market at USD 313 billion, with expectations to reach USD 1 trillion by 2030.</li><li>• The African middle class is anticipated to grow to 582 million by 2030, influencing consumption patterns towards premium and diverse food choices.</li><li>• AfCFTA provides access to 1.3 billion consumers across a USD 3.4 trillion market.</li></ul>	<ul style="list-style-type: none"><li>• Consumers spent approximately USD 19.96 billion on food and alcoholic beverages, highlighting the country's significant domestic consumption (y/e Sept 2024).</li><li>• The South African food manufacturing industry generated approximately USD 13.2 billion in revenue (2023), a significant portion of the South African manufacturing sector, which contributes 13% to the country's Gross Domestic Product (GDP).</li><li>• The South African beverages market was valued at USD 19.01 billion in 2023, with projections to grow to USD 24.47 billion by 2028, reflecting a CAGR of 5.19%.</li></ul>

Source: World Economic Forum, Euromonitor International

Source: OECD-FAO Agricultural Outlook for Sub Saharan Africa 2024-2033)

Source: Green Cape



# Food & Beverage

An innovative and diverse group of sub-sectors serving growing markets, with further opportunities for investment

## Access to a growing middleclass population

- A mix of African, European, and Asian culinary traditions creates a vibrant and unique food culture
- SADC includes 360 million people, with many large South African retail chains based in the region
- AfCFTA will provide access to 2.4 billion people once fully operational

## A leader in the supply of food and beverages on the continent

- Leads in terms of horticultural produce in South Africa
- The leading wine producing region on the African continent

## An innovative industry aware of global tastes and trends

- An Innovative industry coupled with its responsiveness to changing consumer preferences and environmental challenges.
- Growing number of e-commerce platforms

## An industry focused on meeting global sustainable requirements

- A strong focus on sustainability and lowering the carbon footprint given global demands

## Food & Beverages Western Cape home to prominent global and local investors



# Fishing & Aquaculture Strong South African demand creates potential for growth of 18% p.a. by 2030

## Global market opportunity

- Global aquaculture production reached a record 130.9 million tonnes, with 94.4 million tonnes of that being farmed fish, surpassing the 91 million tonnes caught in the wild (2022).
- The FAO projects that global aquaculture production will increase by 17% from 2022 to 2032.

Source: Financial Times, FAO

## Africa/ Sub-Saharan African market opportunity

- With Africa's population projected to double by 2050, the need for reliable, nutritious food sources like fish is critical.
- Between 2022 and 2032, Africa's aquaculture production is expected to increase by 21%, the highest growth rate among all continents.
- Africa's aquaculture industry was valued at approximately USD 2.8 billion, with projections indicating an increase to USD 3.3 billion by 2050.

Source: : FAO

## South African market opportunity

- South Africa is a global leader in abalone aquaculture. The high value species remains the dominant contributor to the industry, accounting for around USD 56 million, which corresponds to 90% of the total industry value in 2022.
- South Africa's aquaculture sector is considered to be the most sophisticated on the continent. The sector produced 7 677.71 tons (2022, excluding seaweed). Also, the leading bivalve producer on the continent (mussels, oysters).
- SA aquaculture production needs to grow by 18% pa by 2030 to generate enough supply to meet local demand.

Source: : DFFE, FAO

# Fishing & Aquaculture

A region that is a leader in aquaculture production, driven by innovation and adherence to international standards

## The Western Cape leads in terms of production and expertise

- Leads in terms of abalone, mussel and oyster production.
- Contributes 80% to national aquaculture production.

## R&D and the policy environment

- South Africa has established aquaculture training programs and institutions.
- R&D: Constant innovation in breeding, feed efficiency, and environmental monitoring.
- Regulatory framework in place provides a sustainable industry compared to other African nations.

## Meets international standards

- Well-established hatcheries, grow-out farms, and processing plants.
- Facilities that meet international standards, allowing export of products to the EU, Asia, and beyond.
- Strong biosecurity measures in place to manage disease and ensure product safety.

## Unique Environmental Conditions

- Western Cape shellfish have distinctive profiles due to the cool Benguela current and unique phytoplankton content.



# Fishing & Aquaculture Western Cape home to prominent global and local investors



THANK YOU



### Contact us for more information

For further information on setting up or expanding your business in Cape Town & the Western Cape please contact Wesgro's Investment Team

 [wesgro.co.za](https://wesgro.co.za)  +27 21 487 8600  [hello@wesgro.co.za](mailto:hello@wesgro.co.za)

 7th Floor, Media24 Building, 40 Heerengracht Street, Cape Town, 8000

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