

The Landscape of Meat Retail in Africa

FACTS



At **30%** overall, **butcheries are the most-used channel continent-wide.** Angola (62%), Kenya (61%), and Uganda (58%) are extreme cases where butcheries are near-monopolies on fresh meat.



Modern retail is still a minority story, except in Southern Africa. South Africa (38%), Mozambique (58%), and Botswana (32%) lead in supermarket adoption.



Online meat retail is almost entirely an Algerian phenomenon. Algeria's 36% online share is a massive outlier, 4-5x most other markets. North African digital infrastructure and urban density likely explain this.



Open-air and informal markets remain critical in West and Central Africa. Egypt (35%), Ghana (35%), Nigeria (35%), Senegal (33%), and Congo (18%) all show high dependence on outdoor markets. These are deep cultural and logistical habits that formal retail has not displaced.

The strategic implication:

There is no single "African consumer" — cold chain and supermarket plays make sense in Southern Africa, digital/delivery in North Africa, and butchery partnerships or open-market engagement matter most in West and East Africa.

