

INSIGHT SURVEY
Business growth delivered

SOUTH AFRICAN FAST FOOD

MARKET SIZING & COMPETITOR ANALYSIS INSIGHTS REPORT

Published: JULY 2026



Build your own Industry Insights Report.

Based on your research needs and budget, choose from our ready-to-buy reports or custom intelligence reports which are compiled on-demand.

Ready-to-Buy Industry Insights Reports

SA Market Sizing and Competitor Analysis Insights Report

An in-depth view of the market players and competitors, their latest company news in terms of products, services, marketing initiatives, the latest marketing and advertising news, products offered and social media following.

R47,500.00 ex. VAT

On Demand Industry Insights Reports

Global Industry Insights Report

R35,000.00 ex. VAT

South African Industry Insights Report

R35,000.00 ex. VAT

Focus on the market environment and dynamics, key industry trends, innovation, drivers, and challenges.



Build your own Industry Insights Report.

Based on your research needs and budget, choose from our ready-to-buy reports or custom intelligence reports which are compiled on-demand.

On-Demand Industry Insights Reports



Pricing Analysis Insights Report

Gain clarity on pricing designed to support internal pricing decisions and strategic positioning.

R20,000.00 ex. VAT

Full Landscape Insights Report

Includes SA Market Sizing & Competitor Analysis, Global Industry, South African Industry, Pricing Analysis.

R95,000.00 ex. VAT



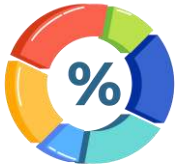
Smarter insights. Built around your customised needs and budget.



Build your own Industry Insights Report.

Based on your research needs and budget, choose from our ready-to-buy reports or custom intelligence reports which are compiled on-demand.

On-Demand Industry Insights Reports



Survey Insights

Gain strategic insights through:

- Interviews/surveys with B2B stakeholders and decision-makers
- Consumer surveys

Helping you understand:

- Market perceptions
- Purchase behaviour
- Brand loyalty and
- Factors that will drive your market share and business growth.



Quarterly Industry Intelligence Report

More than just market intelligence, the monitor becomes a **valuable knowledge-sharing tool** helping leadership teams with decision making through providing updated:

- Competitor News & Financial Results
- Product Launches
- Industry Trends
- Global & SA News & Legislation
- Innovation & Technology
- Socio-Political

The result is **clear, decision-support intelligence** that helps your business:

- Anticipate risks,
- Identify opportunities, and
- Stay ahead of market change.



The **South African Fast Food Market Sizing and Competitor Analysis Insights Report (135 pages)** provides a dynamic synthesis of industry research, examining the local **Fast Food Industry**, in-depth view of the market players and competitors, their latest company news in terms of products, services, marketing initiatives, the latest marketing and advertising news, products offered and social media following.



Key questions the report will help you to answer

SA Market Sizing & Competitor Analysis

- What are the current market dynamics (market size and market value): 2020-2025 Actual, 2026-2030 Forecasts?
- Which are the key players in the South African Fast Food industry by category: Burgers, Chicken, Pizza, Pies, and Other?
- For each key player. What is the latest company news in terms of products, services and marketing initiatives?
- For each key Fast-Food competitor, what is the latest company news in terms of products, services, and new launches?
- What is the social media following for each key player?

COMPANIES IN COMPETITOR ANALYSIS



DEBONAIRS PIZZA



SCREENSHOTS FROM REPORT

135-page report filled with detailed charts, graphs, and insights



1



2



3



4



5



6



7



8



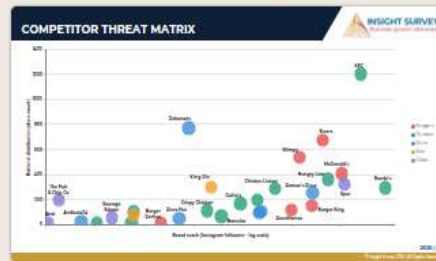
9



10



11



12



13



14



15

SAMPLE FROM REPORT

BURGER KING COMPANY NEWS



Burger King Faces Consumer Backlash as Star Wars Mugs Sell Out Within Days

In May 2026, Burger King South Africa faced consumer backlash after its limited-edition Star Wars Mandalorian and Grogu mugs sold out within two days of launch, despite the campaign being scheduled to run until June 2026. The shortage frustrated customers, with some reportedly leaving stores without purchasing meals after being informed that the promotional mugs were no longer available. **(4 May 2026)**



Burger King Whopper Tops Business Insider Cheeseburger Ranking

In April 2026, Burger King South Africa received positive attention in a recent burger comparison review, with the Whopper with cheese ranked as the reviewer's top choice due to its flame-grilled flavour, and updated packaging. The review also highlighted the Bacon King for its rich flavour profile, reinforcing Burger King's positioning around premium-style options. **(20 April 2026)**



Burger King Announced as Official Fast Food Partner for Comic Con South Africa

In March 2026, Burger King South Africa was announced as the new headline Fast Food partner for Comic Con Cape Town and Comic Con Africa, replacing KFC's previous partnership. The collaboration includes immersive brand activations, limited edition merchandise, and exclusive collectible. **(3 March 2026)**



Burger King Bundle Identified Among the Top High Calorie Fast Food Options

In February 2026, a report on South Africa's Fast Food sector highlighted growing health concerns around high-calorie menu items as the industry continues to expand. Burger King South Africa was identified among the chains offering some of the highest-calorie meals, with its Texas BBQ Bacon Bundle containing approximately 8,116 kJ. **(7 February 2026)**



Burger King Launches Limited Edition Naruto Collaboration Meals

In July 2025, Burger King South Africa launched a limited-edition collaboration with the Naruto franchise, introducing themed beef and chicken meals, featuring exclusive collectible toys, branded cups, and optional Naruto inspired T-shirts. The campaign includes Naruto and Sasuke meal variants with teriyaki sauce and themed buns. **(23 July 2025)**



Burger King Shortlisted at The Mark Awards 2025 for Digital Advertising

In July 2025, Burger King South Africa received recognition at The Mark Awards 2025, with its 'Burger King Election Campaign' shortlisted in the Digital Advertising category. More specifically, the recognition highlights the brand's continued focus on creative, culturally relevant marketing campaigns aimed at strengthening consumer engagement. **(3 July 2026)**



BURGER KING STORES

2026: 150 SA Stores



Sit Down



Take-Aways



Online Orders



Mobile App



Delivery

SAMPLE FROM REPORT

WIMPY: MARKETING AND ADVERTISING OVERVIEW

Wimpy positions itself as a familiar, accessible and distinctly South African family restaurant brand, with marketing activity focused on everyday value, indulgence, convenience and broad consumer appeal. Over the period, the brand expanded beyond traditional sit-down dining through menu innovation, retail product extensions, community-driven campaigns and digitally led promotions, reinforcing its relevance across both in-store and at-home consumption occasions.

- This year, Wimpy broadened its beverage offering through the introduction of alcohol shakes at participating stores, adding a more differentiated and indulgent option to its drinks portfolio. The launch reinforced the brand's focus on variety and playful dining experiences.
- The company also introduced its new Strawberry Coke Cooler, positioned as a refreshing and flavour-forward addition to the menu. The launch supported Wimpy's casual treat-led positioning while complementing its broader family dining appeal.
- Wimpy expanded its burger range through the launch of the Crunchy Coleslaw Burger, described as crispy, creamy and spicy. Positioned as a festive seasonal offering, the launch reinforced the brand's focus on bold flavour innovation.
- In addition, Wimpy strengthened its dessert offering through the launch of its Chocolate Brownie dessert, reinforcing the brand's indulgent menu positioning while maintaining its approachable and familiar identity.

- The brand also extended its brand beyond restaurants by promoting its retail range of chips, sauces and spices through major retailers nationwide. Framed around bringing the taste of Wimpy home, the campaign supported brand reach beyond the in-store dining occasion and positioned Wimpy flavours as convenient and accessible for at-home consumption.
- Reinforcing its community-focused positioning, Wimpy continued its partnership with Reach For A Dream through initiatives such as '#DoltForTheDreamers' and '#CupsForDreams'. The campaign encouraged customers to purchase a sticker in store to help children facing life-threatening illnesses, strengthening the brand's association with meaningful national causes.
- Wimpy further utilised limited-time promotions to drive engagement and footfall, offering a free personalised T-shirt with every Double Burger Combo purchase. Supported by a free Coke and city-specific rollout messaging, these campaigns added a fun, experiential layer to the brand's value offering.



SAMPLE FROM REPORT

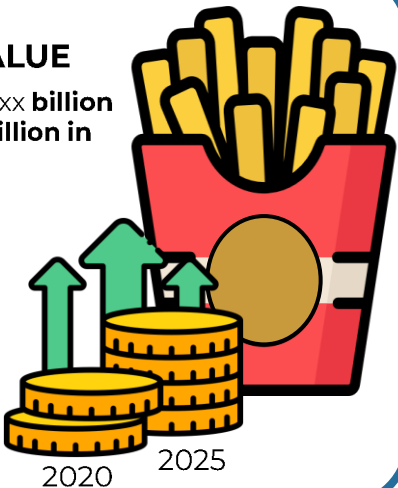
SA MARKET SIZE OVERVIEW

SOUTH AFRICAN FAST FOOD MARKET VALUE

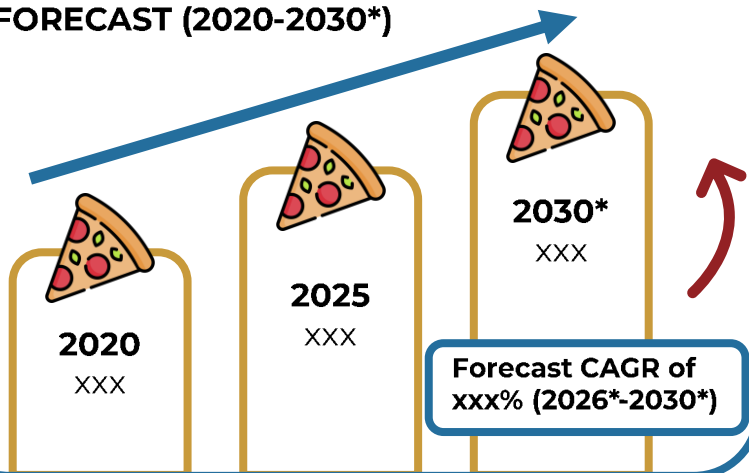
Increased from approximately xxx billion in 2020, to approximately xxx billion in 2025.

Market increase of xxx from 2020 to 2025

Grew at a CAGR of xx% (2020-2025)



SA FAST FOOD MARKET VALUE FORECAST (2020-2030*)



SA CONSUMER FOODSERVICE MARKET SIZE: BY FOODSERVICE TYPE

IN ZAR BILLION



Drive-Thru

2020

2025

xxx

xxx

xxx% CAGR



Eat-In

xxx

xxx

xxx% CAGR



Delivery

xxx

xxx

xxx% CAGR



Take-Away

xxx

xxx

xxx% CAGR

SA LIMITED-SERVICE RESTAURANT (LSR) MARKET SIZE VALUE FORECAST

VALUE FORECAST OF SA LSR MARKET (in ZAR million)

Limited-Service Restaurants (LSR)

2030*

Chained LSR

xxx

Independent LSR

xxx

Total Forecast

xxx



xxx 2030*

xx% CAGR

xxx 2025

CHICKEN

xxx 2030*

xx% CAGR

xxx 2025

BURGER



xxx 2030*

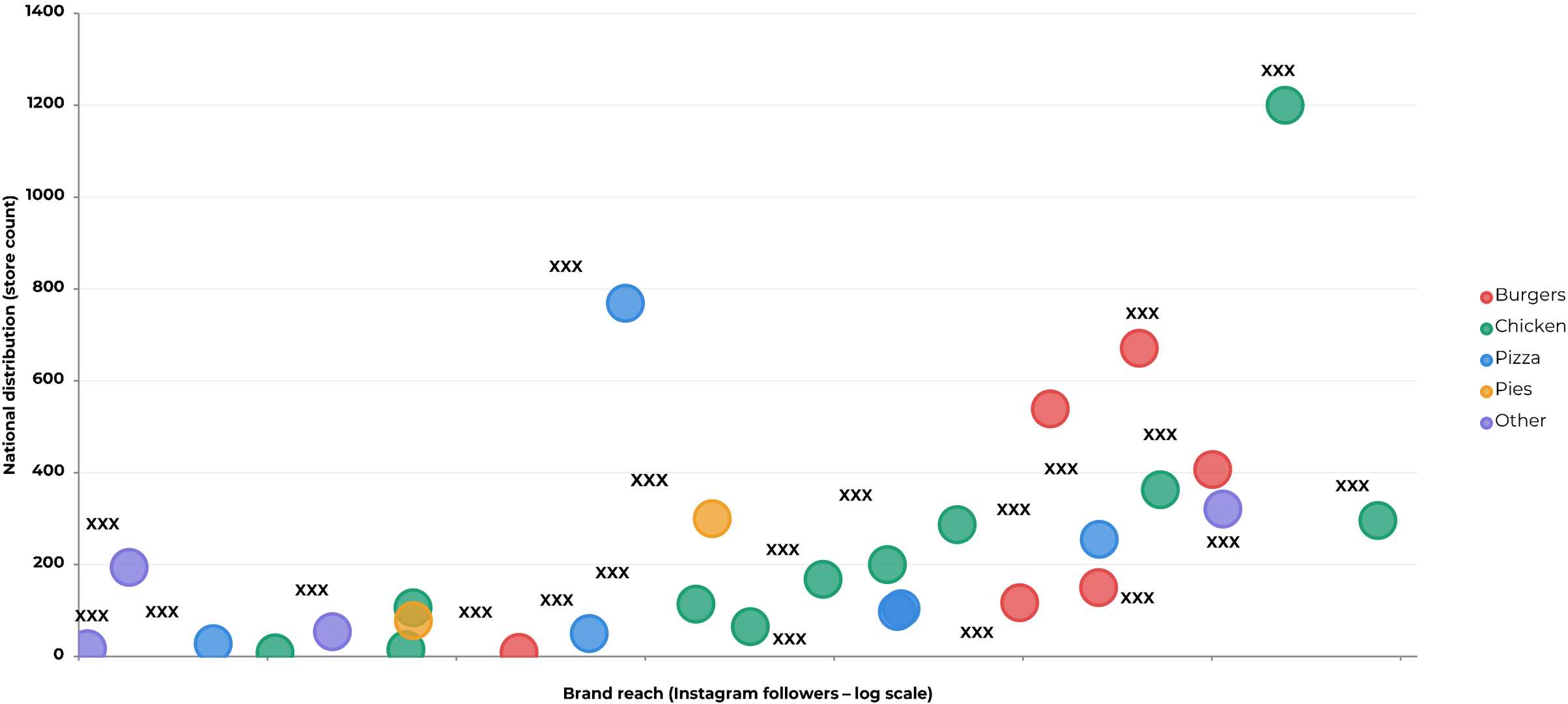
xx% CAGR

xxx 2025

PIZZA

SAMPLE FROM REPORT

COMPETITOR THREAT MATRIX



SAMPLE FROM REPORT

FOOTPRINT: 2025 VS 2026

BRAND	 2025	 2026	CHANGE			% CHANGE
XXX			XXX		+138	+13.0%
XXX			XXX		+82	+29.3%
XXX			XXX		-4	-1.3%
XXX			XXX		1	+0.3%
XXX			XXX		+22	+12.4%
XXX			XXX		-82	-32.8%

Footprint – Ordered from highest to lowest according to number of stores
*2024 footprint used as the comparison year due to unavailable 2025 store count data

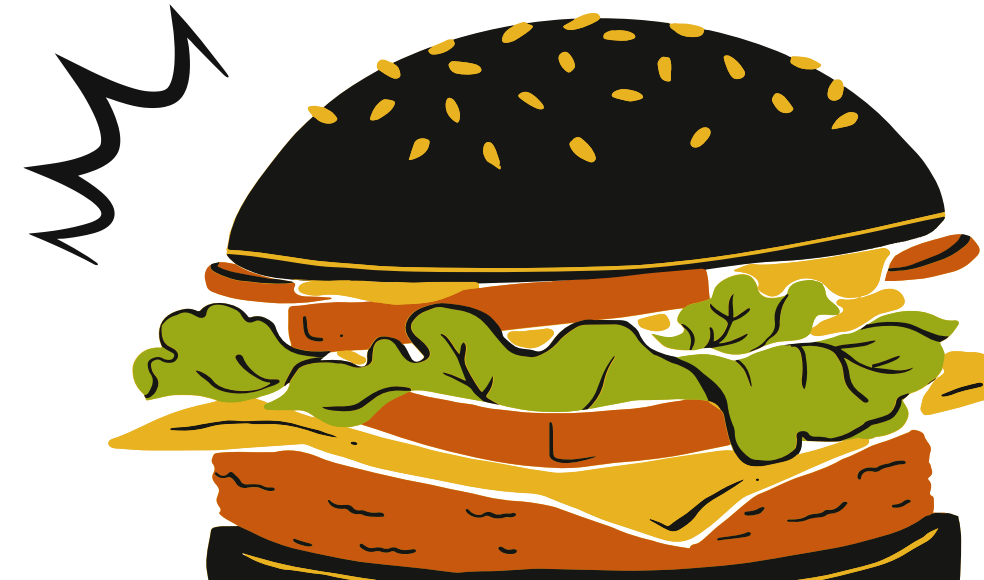


Several key themes emerge across South Africa's burger category:

- XXXXXXXX
- XXXXXXXX
- XXXXXXXX
- XXXXXXXX
- XXXXXXXX



The **burger** category is xx
xx. Operators that
successfully combinexxx
xx **a**
highly competitive market.



MARKET SIZING & COMPETITOR ANALYSIS REPORT

EXECUTIVE SUMMARY (17 Pages)

- South African Fast Food Industry: Market Size
- South African Fast Food Competitor Analysis Insights
- Brand Positioning Archetypes
- Competitive Strategy Heatmap
- Competitor Positioning Map
- Category Leader Dashboard
- Consumer Occasion Ownership
- Competitor Threat Matrix
- Online Search Interest and Brand Salience



SOUTH AFRICAN FAST FOOD INDUSTRY (18 Pages)

South African Fast Food Industry: Euromonitor Overview

South African Industry Overview

South African Industry Market Size: South African Limited-Service Restaurants Market Definitions

South African Industry Market Size: South African Limited-Service Restaurant Type Definitions

South African Industry Market Size: South African Foodservice Type Definitions

South African Industry Market Size: Limited-Service Restaurants Market (2020-2025): VALUE OF SA LIMITED-SERVICE RESTAURANTS MARKET: 2019-2024 (IN ZAR MILLION); SA LIMITED-SERVICE RESTAURANTS MARKET CAGR AND TOTAL GROWTH (PERCENTAGE); SA LIMITED-SERVICE RESTAURANTS MARKET CAGR AND TOTAL GROWTH BY RESTAURANT TYPE (PERCENTAGE) (Graph and Tables)

South African Industry Market Size: Limited-Service Restaurants Market (2020-2025: By Restaurant Type): MARKET VALUE OF SA LIMITED-SERVICE RESTAURANTS MARKET BY RESTAURANT TYPE (Table)

South African Industry Market Size: Limited-Service Restaurants Market (Forecast: 2026*-2030*): VALUE OF SA LIMITED-SERVICE RESTAURANTS MARKET: 2025 & 2030* (IN ZAR MILLION); SA LIMITED-SERVICE RESTAURANTS MARKET VALUE FORECAST (IN ZAR MILLION); SA LIMITED-SERVICE RESTAURANTS MARKET VALUE FORECAST BY RESTAURANT TYPE (IN ZAR MILLION) (Graph and Tables)

South African Industry Market Size: 2020-2025: By Foodservice Type (Food vs Drink): VALUE OF SA LIMITED-SERVICE RESTAURANTS MARKET: FOOD VS DRINK FOR 2020-2025 (IN ZAR MILLION); SA LIMITED-SERVICE RESTAURANT REVENUE SHARE – FOOD VS DRINK: 2020 VS 2025 (Graph and Table)

South African Industry Market Size: 2020-2025: By Foodservice Type (Eat-In vs Delivery & To-Go): VALUE OF SA CONSUMER FOODSERVICE MARKET: ONLINE VS OFFLINE FOR 2020-2025 (IN ZAR MILLION); SA CONSUMER FOODSERVICE MARKET CAGR AND TOTAL GROWTH % – ONLINE VS OFFLINE (Graph and Table)



MARKET SIZING & COMPETITOR ANALYSIS REPORT

SOUTH AFRICAN FAST FOOD INDUSTRY (CONTINUED) (18 Pages)

South African Industry Market Size: 2020-2025: By Foodservice Type (Online vs Offline Ordering): VALUE OF SA CONSUMER FOODSERVICE MARKET: ONLINE VS OFFLINE FOR 2020-2025 (IN ZAR MILLION); SA CONSUMER FOODSERVICE MARKET CAGR AND TOTAL GROWTH % – ONLINE VS OFFLINE (Graph and Table)

SOUTH AFRICAN FAST FOOD RETAIL AND COMPETITOR ANALYSIS (95 Pages)

SOUTH AFRICAN FAST FOOD RETAIL ANALYSIS (6 Pages)

Famous Brands Limited: Overview

Famous Brands Limited: 2025 Performance and Outlook

Famous Brands Limited: Financial Performance: FAMOUS BRANDS LIMITED'S GROUP ANNUAL FINANCIAL RESULTS (IN ZAR THOUSAND); SEGMENT OPERATING PROFIT/(LOSS) FOR THE YEAR ENDED 28 FEBRUARY 2026 (IN ZAR MILLION) Graph and Table)

Spur Corporation: Overview

Spur Corporation: 2025 Performance and Outlook

Spur Corporation: Financial Performance: SPUR CORPORATION'S UNAUDITED CONDENSED CONSOLIDATED FINANCIAL RESULTS (IN ZAR THOUSAND); SHARE OF SOUTH AFRICAN FRANCHISED RESTAURANT SALES BY BRAND FOR THE SIX MONTHS ENDED 31 DECEMBER 2025 (%) (Graph and Table)

STORE FOOTPRINT OF SOUTH AFRICAN FAST FOOD FRANCHISES (6 Pages)

Footprint of South African Fast Food Franchises: 2025 vs 2026



SOUTH AFRICAN FAST FOOD RETAIL AND COMPETITOR ANALYSIS (CONTINUED) (95 Pages)

SOUTH AFRICAN FAST FOOD COMPETITOR ANALYSIS: BURGERS (18 Pages)

Social Media Followers: Fast Food Competitor Analysis: Burgers

Burger King: Company News

Burger King: Marketing and Advertising News

Burger Perfect: Overview

McDonald's: Company News

McDonald's: Marketing and Advertising News

RocoMamas: Company News

RocoMamas: Marketing and Advertising News

Steers: Company News

Steers: Marketing and Advertising News

Wimpy: Company News

Wimpy: Marketing and Advertising News

SOUTH AFRICAN FAST FOOD COMPETITOR ANALYSIS: CHICKEN (25 Pages)

Social Media Followers: Fast Food Competitor Analysis: Chicken

Afro's Chicken Shop: Overview



MARKET SIZING & COMPETITOR ANALYSIS REPORT

SOUTH AFRICAN FAST FOOD RETAIL AND COMPETITOR ANALYSIS (CONTINUED) (95 Pages)

SOUTH AFRICAN FAST FOOD COMPETITOR ANALYSIS: CHICKEN (CONTINUED (25 Pages)

Afro's Chicken Shop: Overview

Barcelos: Company News

Barcelos: Marketing and Advertising News

Chicken Licken: Company News

Chicken Licken: Marketing and Advertising News

Crispy Chicken: Overview

Galito's: Company News

Hungry Lion: Company News

Hungry Lion: Marketing and Advertising News

KFC: Company News

KFC: Marketing and Advertising News

Mochachos: Overview

Nando's: Company News

Nando's: Marketing and Advertising News

Pedros Flame Grilled Chicken: Company News

Pedros Flame Grilled Chicken: Marketing and Advertising News

Zebro's: Overview



MARKET SIZING & COMPETITOR ANALYSIS REPORT

SOUTH AFRICAN FAST FOOD RETAIL AND COMPETITOR ANALYSIS (CONTINUED) (95 Pages)

SOUTH AFRICAN FAST FOOD COMPETITOR ANALYSIS: PIES (5 Pages)

Social Media Followers: Fast Food Competitor Analysis: Pies

King Pie: Overview

King Pie: Marketing and Advertising News

Pie City: Overview

SOUTH AFRICAN FAST FOOD COMPETITOR ANALYSIS: PIZZA (18 Pages)

Social Media Followers: Fast Food Competitor Analysis: Pizza

Andiccio24: Overview

Andiccio24: Marketing and Advertising News

Debonairs Pizza: Company News

Debonairs Pizza: Marketing and Advertising News

Panarottis Pizza Pasta: Company News

Panarottis Pizza Pasta: Marketing and Advertising News

Pizza Hut: Overview

Pizza Hut: Marketing and Advertising News

Pizza Perfect: Company News

Pizza Perfect: Marketing and Advertising News

Roman's Pizza: Company News

Roman's Pizza: Marketing and Advertising News



MARKET SIZING & COMPETITOR ANALYSIS REPORT

SOUTH AFRICAN FAST FOOD RETAIL AND COMPETITOR ANALYSIS (CONTINUED) (95 Pages)

SOUTH AFRICAN FAST FOOD COMPETITOR ANALYSIS: OTHER (11 Pages)

Social Media Followers: Fast Food Competitor Analysis: Other

Anat: Overview

Anat: Marketing and Advertising News

Fishaways: Overview

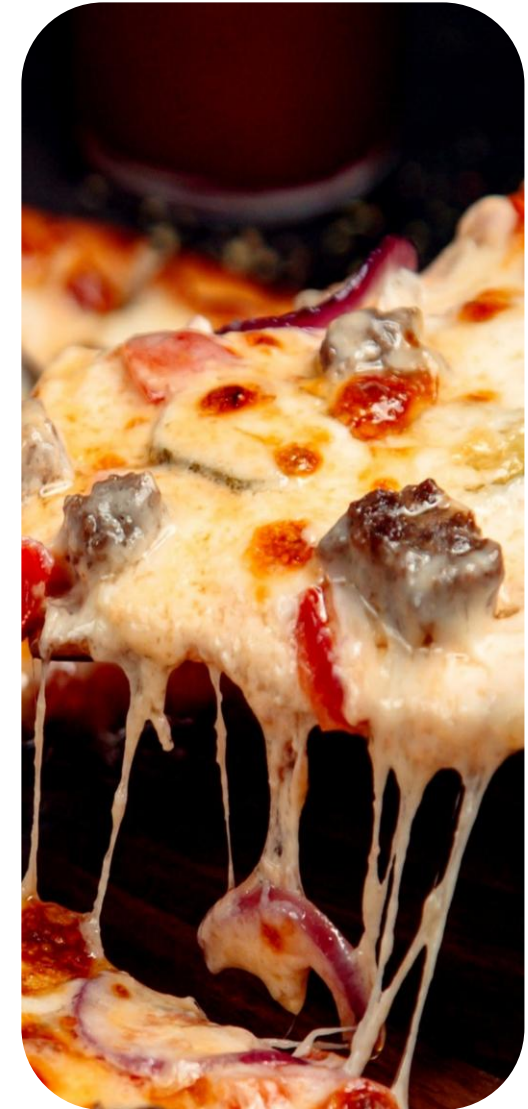
Fishaways: Marketing and Advertising News

Sausage Saloon: Overview

Spur Steak Ranches: Company News

Spur Steak Ranches: Marketing and Advertising News

The Fish & Chip Co: Overview



ORDER FORM



ORDERING INSTRUCTIONS

(1.) Complete the order form and email back to info@insightsurvey.co.za (2.) An invoice will be generated and e-mailed (3.) The report will be emailed upon receipt of payment. (4.) All prices exclude 15% VAT.

COMPANY DETAILS

Company Name:			
Physical Address:			
Town/City:		Postal Code:	
Country:			
Purchaser Name: (name to appear on invoice)			
Purchaser Email Address:			
Telephone Number:		VAT Number:	

CONFIRMATION: I/we wish to order this publication (please tick the applicable box)

Title of Publication	Total Excl. VAT	Tick Box
Ready to buy		
South African Fast Food Industry: South African Market Sizing and Competitor Analysis Insights Report 2026	R47,500.00	
On Demand		
South African Fast Food Industry: Global Market Overview Insights Report 2026	R35,000.00	
South African Fast Food Industry: South African Market Overview Insights Report 2026	R35,000.00	
South African Fast Food Industry: Pricing Analysis Insights Report 2026	R20,000.00	
South African Fast Food Industry: Full Landscape Insights Report 2026	R95,000.00	

ACKNOWLEDGEMENT

I am authorised to order this publication on behalf of the company and agree to the payment terms.

_____	_____	_____	_____
Client (Print Name)	Signature	Capacity	Date

COMPANY OVERVIEW

We are a South African, market research agency with 20 years of experience, specialising in **Business-to-Business (B2B) and Industry Research**. We provide bespoke solutions to deliver business growth by ensuring you make **smarter, data-driven decisions with reduced investment risk**.



Bespoke B2B Market Research Solutions



We provide **actionable insights** that deliver **business growth through customised surveys and interviews** with B2B stakeholders and decision makers.



Market and Competitor Intelligence



Our **market intelligence services** will ensure that you always stay ahead of **highly competitive South African markets**.

INDUSTRY & COMPETITOR INTELLIGENCE

Our bespoke **Industry and Competitor Intelligence** can help give the **edge in a global marketplace**, empowering your business to overcome industry challenges quickly and effectively, and enabling you to **realise your potential** and achieve your vision. From **strategic overviews** of your business's competitive environment through to specific competitor profiles, our **customised Intelligence** is designed to **meet your unique needs**.

QUESTIONS WE HELP ANSWER:

- ▲ What is the current and future market size?
- ▲ What are the latest global and local trends impacting on the market?
- ▲ Who are your key competitors and what is their offering in terms of products, services, pricing and branding?



OUR RESEARCH SOLUTIONS

-  Competitor pricing research
-  Store visits and store checks
-  Competitor interviews
-  Customer interviews
-  Company website analysis
-  Governmental held records

OUR FOOD AND BEVERAGE CLIENTS



We are a proudly South African company that have provided market research and intelligence to local and global brands. We have worked with some of the greatest companies and brands in their industries.



Let's Connect



+27 (0)21 045 0202 (CPT)
+27 (0)10 140 5756 (JHB)



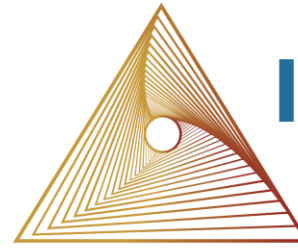
info@insightsurvey.co.za



<https://insightsurvey.co.za/>



<https://www.linkedin.com/company/insight-survey-sa/>



INSIGHT SURVEY

Business growth delivered

