

Pink Lady® in Africa



Pink Lady® apples in a supermarket in Kenya

TopFruit is the Pink Lady® apple brand management company in South and Southern Africa, and the Indian Ocean Islands. The company is pleased to announce that growth in other African markets during the past few years has afforded them the opportunity of expanding the management of the Pink Lady® apple brand to other African markets.

TopFruit has managed the Pink Lady® apple brand in South Africa for more than 20 years and is responsible for the brand's marketing initiative. The Pink Lady® brand is very well established, well-known and loved by consumers due to TopFruit's ongoing successful management and marketing of the brand in South Africa.

TopFruit is also responsible for marketing Pink Lady® in Southern Africa and the Indian Ocean Islands. As South Africa is the only apple producing region in Africa south of the Sahel (Sahara) region, increased market access to this entire region has expanded for Pink Lady® apples and has provided good marketing opportunities.

During the past decade economic growth in the African market has changed the region from a secondary market with limited opportunity, returns and quality requirements to one of the world's fastest growing markets with excellent potential. In response to this, TopFruit is now also managing Pink Lady® sales in other African regions. They are focusing their marketing campaign and management of the Pink Lady® brand on the East African region but are also marketing the brand on a smaller scale in West Africa. The biggest volumes of Pink Lady® apples are exported to Kenya, Tanzania, Senegal and Nigeria. The growth is also reflected in sales figures for the region as sales to end August are at 4174 tons compared to 3516 tons for the entire season in 2015.

A delegation from TopFruit visited East Africa during August and they were particularly encouraged by the apple's popularity in the region. They observed that approximately 90% of the market is still informal and 10% retail, but every retailer stocks Pink Lady® and most hawkers sell them too.

As the Pink Lady® business is based on a pier to pier licensing structure, importer licenses will be issued for East Africa from the 2017 season and all Pink Lady® imports to East Africa will be done via these licensed importers. During this recent visit they met with several very successful import companies. This, in collaboration with South African exporters, will help decide licensing for the next season.

Increased incomes have allowed consumers to become more discerning and increasingly focussed on health and convenience. Food purchases are shifting from staple carbohydrate-based foods to more expensive protein-rich foods and high value fresh produce. South African fruit industry statistics also show that apple exports into Africa have increased considerably in the past decade.

Consumers are now more prepared to pay for a premium product and Pink Lady® apples fit this bill perfectly. Pink Lady® is not a variety, but a selection of the very best quality of the Cripps Pink and Rosy Glow variety of apples and marketed as a premium product. Brand loyalty to the brand is growing well amongst consumers in the region. They know Pink Lady® and ask for it by name. With this positive image of the product in the market, the future for Pink Lady® in Africa is indeed looking great!



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