

# South Africa Fast Food Industry Report H1 2021

Issued by [Meltwater](#)

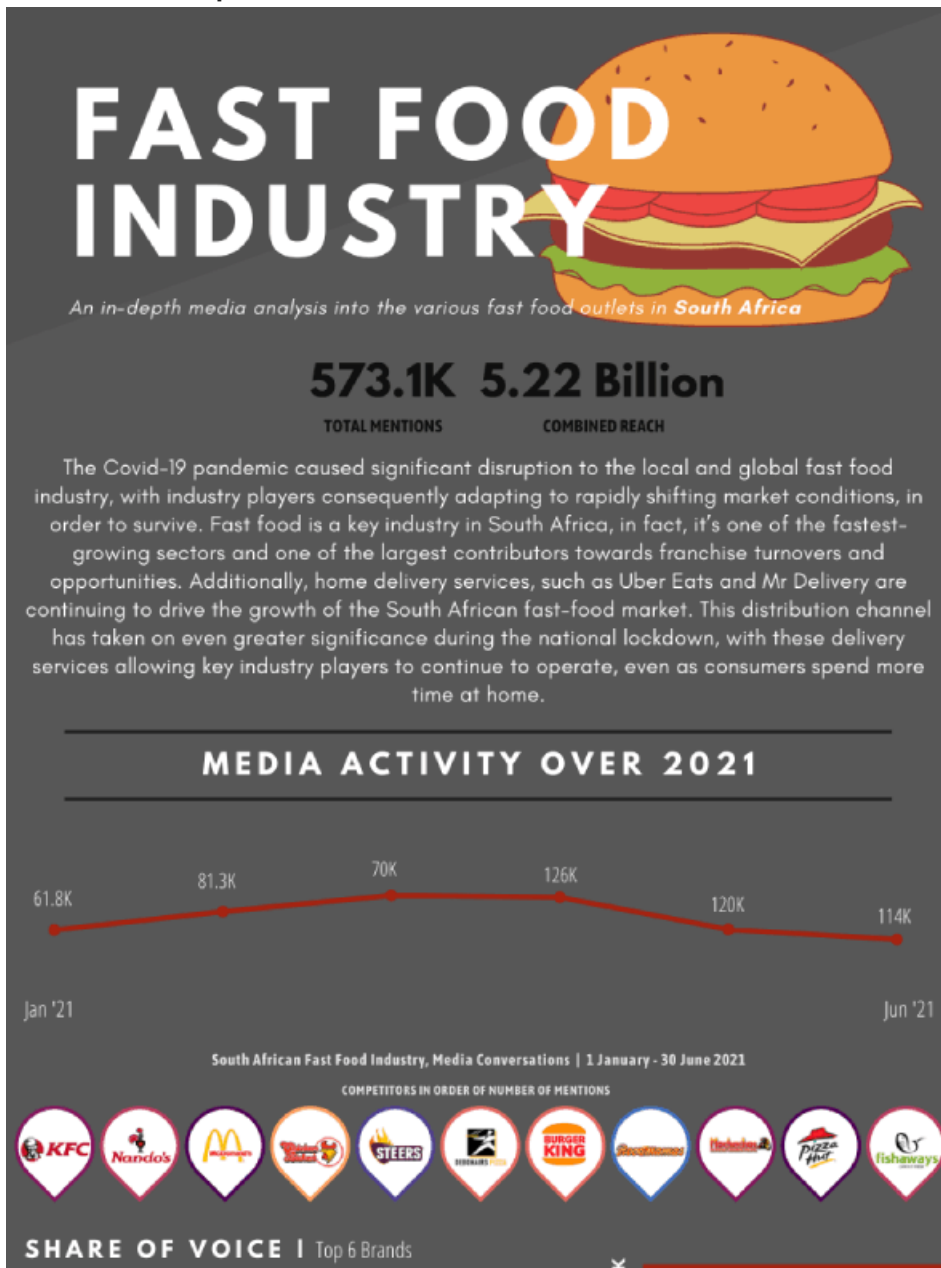
3 Aug 2021

2021 has been quite an interesting year, and while we still continue to fight against the current global pandemic, one trend that has emerged during our time in lockdown is an increase in people loving convenience and the use of online delivery services like Checkers Sixty60 and UberEats.

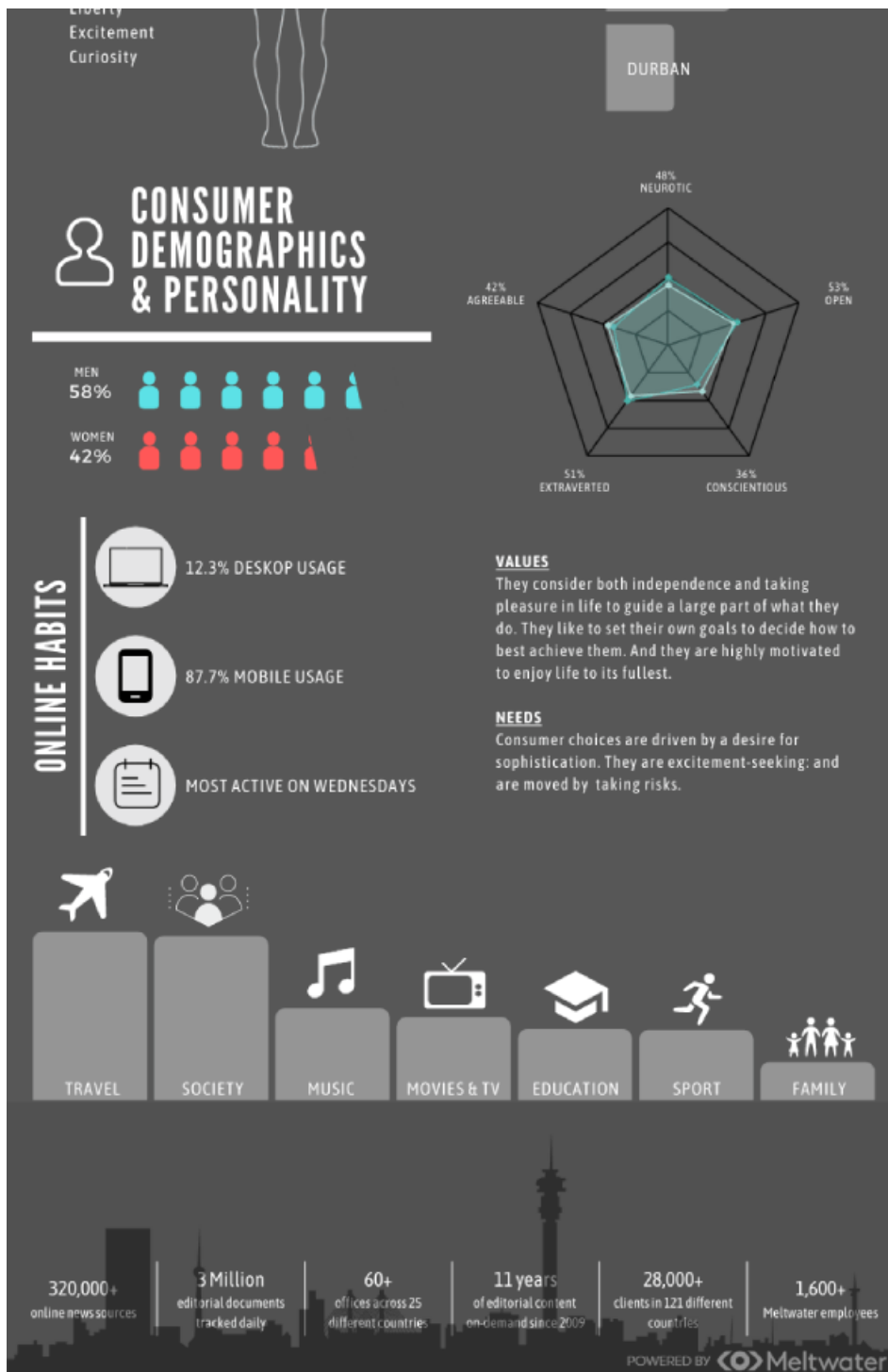
From Nando's bringing the heat with their tweets on Twitter to Chicken Licken getting rave reviews for their ad campaigns, Meltwater – the global leaders in media intelligence and social analytics – tracked media mentions on South Africa's fast food industry, to compile this in-depth media analysis:

- 5.22 billion combined reach on fast food mentions in South Africa
- KFC, Nando's and McDonald's have the top Share of Voice
- UberEats is a high topic of interest when it comes to delivery services
- Most of the industry's audience is based in Johannesburg

Check out the report here:







[click to enlarge](#)

## About Meltwater

Meltwater provides social and media intelligence. By examining millions of posts each day from social media platforms, blogs and news sites, Meltwater helps companies make better, more informed decisions based on insight from the outside. The company was founded in Oslo, Norway, in 2001 and is headquartered in San Francisco, California, with 50 offices across six continents. The company has 1,700 employees and 27,000 corporate customers, including industry leaders in several sectors. Learn more at [meltwater.com](https://meltwater.com).

- " **South Africa's digital landscape maturation in 2024: Insights from the 2024 Global Digital Report** 27 Mar 2024
- " **Black Friday media coverage 2023** 1 Dec 2023
- " **Springboks media coverage at the RWC 2023** 2 Nov 2023
- " **How to use technology to prepare for Black Friday** 1 Nov 2023
- " **B2B and TikTok - more compatible than expected?** 5 Sep 2023



## Meltwater

Stay on top of billions of online conversations, extract relevant insights, and use them to strategically drive brand perception.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>