business for sale

Supermarket for Sale

Independent grocery stores may find it a challenge to make a profit. Grocery stores make their profit based on volumes of customers. The Covid-19 pandemic put some pressure on supermarkets when everyone panicked about necessities like toilet paper. Supermarkets had to keep up with the demand, but also struggled under the regulations that prevented the sale of other regular items. Luckily, South Africa's strictest lockdown levels have abated, giving most South African businesses the opportunity to pick up from where they left off.

Published on: **5th September 2025**
Author: **Bronwen Barnard**



Independent grocery stores may find it a challenge to make a profit. Grocery stores make their profit based on volumes of customers. The Covid-19 pandemic put some pressure on supermarkets when everyone panicked about necessities like toilet paper. Supermarkets had to keep up with the demand, but also struggled under the regulations that prevented the sale of other regular items. Luckily, South Africa's strictest lockdown levels have abated, giving most South African businesses the opportunity to pick up from where they left off.

Is Owning a Supermarket Profitable?

It certainly can be if it is run correctly. We have put together some best practices that supermarket owners can keep in mind to optimise sales and customer experience.

Aesthetics and Hygiene

People tend to stay longer in a space that is neat and tidy, as well as clean. As a supplier of food goods, a supermarket should be kept clean at all times. Your shelves should also always be fully stocked, and neatly packed. This helps customers see the price of the products.

Strategic Product Placement

Pairing items that typically go together is a great way to get customers to buy more. For example, putting a rack of pasta sauce alongside the pasta shelf will have people rethinking whether they want to make their own, or simply reach for a ready-made sauce for dinner. Put items that are on special in high-traffic areas so that people are more likely to buy them.

Larger Shopping Baskets and Trolleys

Many people unconsciously feel a need to fill their carts or carriers with items. By supplying them with bigger ones, you encourage people to add more and thus, spend more money in the store.

Up the Convenience Factor

People are always going to be drawn to convenience. If you add in the option to order products online for either collection or (even better) delivery on a user-friendly website, you up your chances of return customers.

Reduce Waste

Nothing is more off-putting to savvy shoppers than picking up produce that has passed it's sell-by date. Make sure that your stock is fresh and hygienic. These items include dairy, meat, fresh fruit, and vegetables, etc. Create specials for products that are reaching the sell-by date, so that people spend money on them rather than them going in the trash.

Supermarket for Sale by Owner

One of the biggest benefits of owning a supermarket is that everyone has to use one regularly. This makes your customer base very large and dynamic. The chances of getting return customers are very good as well – locals will be inclined to go shop somewhere close for groceries. You can find supermarkets for sale, as well as other businesses, on the Business for Sale directory.

For more information and advice on buying or selling a business, contact our experts.