

Shoprite: 35 years of serving Namibia

Whether in the capital of Windhoek, on the coast in Swakopmund, or along the banks of the Zambezi River in Katima Mulilo, Shoprite has become a familiar part of everyday life in Namibia - serving over 3 million customers each month with low prices, quality products, and easy, accessible shopping.

What began in July 1990, with a single store on Independence Avenue in Windhoek, has grown into 27 supermarket and 21 LiquorShop locations, creating more than 4,000 career opportunities.

As the business has grown, so too have its relationships - with farmers, suppliers, landlords, communities, and customers. Every store opened, every truck unloaded, every career started has been a step towards better serving the people of Namibia.

“From day one, our goal has been clear - to give Namibians better access to everyday essentials at the lowest possible prices,” says Paul Malan the Divisional Manager for Shoprite Namibia. “Our growth is built on our long-standing relationships with local farmers, suppliers, and entrepreneurs at every step.”

Through Freshmark – Shoprite's fruit and vegetable procurement and distribution arm - the retailer sources fruit and vegetables from 58 local farmers, delivering homegrown produce to its shelves year-round.

This commitment extends further to general groceries, with 85% of products sourced from Namibian businesses like Namibian Dairies, Hartlief, and Namibia Breweries (Heineken Beverages), as well as through strong partnerships with local agents.

By prioritising local goods, the retailer helps strengthen the agricultural sector, supports the wider economy, and reduces the environmental impact of long-distance transport.

In-store services like Money Market - from bill payments to money transfers - make managing everyday finances simpler, particularly in underserved areas.

Support doesn't end at the till either. Shoprite supports local communities through initiatives with real impact including two soup trucks that serve 5,000 cups of soup weekly in vulnerable areas, as well as supporting schools and urban gardening projects.

Recycling campaigns in partnership with the City of Windhoek, along with collaborations with NGOs and community groups, reflect a broader commitment to social responsibility that extends well beyond the store aisles.

“Meaningful support means being present in people's lives beyond the shopping experience,” says Malan. “It's about long-term commitment - working alongside communities to help meet real needs, every day.”

"We are laser focussed on continuous improvement and investment in the training and development of our thousands of employees to build a skilled workforce across Namibia, from cashiers to managers and logistics specialists."

As Shoprite marks 35 years in the country, it extends a heartfelt thanks to its customers for their continued trust and support. The retailer will continue to innovate and improve the shopping experience, while expanding its store network to bring value to even more communities.

“Thirty-five years may sound long, but it feels like we're just getting started. What we've built belongs to everyone who's walked through those doors - employees, suppliers, and customers alike. This is their story,” adds Malan.

With affordability, access, and reliability at its core, Shoprite looks forward to serving Namibians for many more years to come.

END