

Shoprite: Celebrating 30 years serving Zambia

Whether you're arriving in Lusaka, Ndola, Kitwe, or Livingstone, the unmistakable red and yellow of Shoprite is a familiar sight - a brand that has come to define retail in Zambia for over three decades.

Since opening its first store on Cairo Road in Lusaka in 1995, Shoprite has established itself as a meaningful contributor to the country's economic development, boosting local employment and providing access to quality food and necessities at the most affordable prices.

Now the largest supermarket chain in Zambia - with 45 stores nationwide that create employment for more than 4,150 locals ranging from cashiers and managers to logistics specialists - Shoprite's growth in the Copperbelt tells a story of partnership, purpose, and progress.

"From the very beginning, we've proudly served the people of this country by introducing Zambians to world-class shopping destinations that offer unbeatable prices, the freshest produce, and convenient store locations," says Charles Bota the General Manager for Shoprite Zambia.

"Our success over the last 30 years has been shaped by the support from our customers, the dedication of our employees, and the lasting relationships with our suppliers."

And Shoprite's shelves tell a distinctly Zambian story, with over 300 local suppliers, including fruit and vegetables from 108 local farmers who keep stores stocked with fresh, homegrown produce.

These relationships are nurtured through support programmes for farmers, including tailored growing plans, and regular on-site visits. The result: customers enjoy year-round farm-to-fork freshness, while farmers benefit from more sustainable incomes, improved planning, and access to wider markets. In addition, the Group's growing focus on local sourcing helps reduce food miles, lower emissions, and strengthen Zambia's agricultural sector.

Where every Kwacha counts, Shoprite is unwavering in its core promise: Low prices you can trust, always. From budget-friendly breads - the cheapest on the market - to essential staples and school supplies, the retailer ensures everyday needs remain within reach for all Zambian households. This includes locally inspired convenience meals such as nshima with a variety of relishes, offering a quick, accessible taste of home for customers on the go.

Shoprite also continues to serve local communities through various We Act For Change hunger relief initiatives, strengthening resilience and addressing long-term food insecurity. These include a growing network of Mobile Soup Kitchens that serve more than 180 000 cups of soup and bread to school children each year, the establishment of community food gardens, as well as surplus food donations to the value of approximately 6 million Kwacha annually to charitable organisations.

Shoprite Zambia's ability to evolve alongside the changing needs of customers while delivering the latest in retail innovation is demonstrated through a range of bold initiatives - from launching upscale Shoprite Select stores to the first standalone LiquorShop, and three high-performing ChickRite takeaways.

As we look towards the next three decades, Shoprite remains committed to continued growth, job creation and local sourcing - all while staying true to the values of trusted quality and affordability that has made it a household name.