

Overberg

February 2026

Executive Summary

This destination fact sheet provides key trade- and investment-related statistics for the Overberg district. Specifically, it gives details about the location in which the Overberg is situated, the district's population and employment figures, and trade and investment trends with the rest of the world. The key highlights are provided below:

Economy

- The Overberg district is the fifth-largest economy among the six districts of the Western Cape.
- In 2024, the Overberg district contributed an estimated ZAR20.74bn to the Western Cape's economy as measured by real Gross Value Added (GVA) at basic 2015 prices. This represented a 3.45% share of the Western Cape's economy.
- The Overberg district's economy grew by an estimated 0.84% in 2024, notably lower than the 1.73% recorded in 2023.
- Theewaterskloof municipality accounted for the largest share of the district's GVA in 2024. At a value of ZAR8.60bn, this was equivalent to 41.44% of the total GVA in the Overberg district.
- The finance, insurance, real estate and business services sector contributed the most to the Overberg district's GVA. At a value of ZAR5.90bn, this amounted to 28.43% of the district's GVA in 2024.
- The food, beverages and tobacco sub-sector was the largest contributor to the Overberg district's manufacturing sector in 2024. Valued at ZAR826.40m, this equated to 30.40% of the sector's output in 2024.
- The finance, insurance, real estate and business services sub-sector also made the largest contribution (40.36%) to the Overberg's services sector in 2024.

Trade

- The Overberg district was a net exporter of goods in 2020–2024, with exports from the region valued at ZAR4.22bn in 2024, 4.90% y-o-y higher than the 2023 value of ZAR4.02bn.
- In 2024, the Netherlands was the largest destination market for exports from the Overberg district. These exports were valued at ZAR639.00m, equivalent to 15.14% of the total export earnings.
- The leading source market for imports to the Overberg district in 2024 was Malaysia, at an associated cost of ZAR194.91m which was equivalent to 16.60% of the total import costs incurred.
- The leading export product from the Overberg district in 2024 was apples, pears and quinces with earnings of ZAR1,132.67m, equivalent to 26.83% of the total export earnings. In second place was fruit juices (including grape must), accounting for 14.32% (ZAR604.55m) of the total export earnings. This was followed by exports of molluscs, whether in shell or not, which accounted for a share of 7.57% (ZAR319.40m) of export receipts.

Investment

- According to Foreign Direct Investment (fDI) Intelligence, one foreign direct investment (FDI) worth ZAR79.77m was recorded in the Overberg district between January 2016 and December 2025.

Tourism

- Based on the findings of the 2024 Annual Wesgro Regional Tracking Surveys, most of the visitors (74.79%) to the district were domestic tourists with 90.77% originating from the Western Cape. Overseas visitors accounted for 25.19% of tourists, with a 25.68% share of these tourists from Germany, 19.09% from the UK, and 8.16% from the Netherlands. These three countries were the leading international source markets for visitors to the region.
- Most of the visitors (71.41%) travelled to the district primarily for leisure/holiday, while 15.93% visited friends and relatives. Some 5.53% came for events or festivals and 5.43% for business purposes.
- The most popular activities for tourists included exploring different cuisines (17.64%), participating in outdoor activities (10.23%), taking scenic drives (8.64%), visiting cultural and heritage sites (8.04%), and visiting local food and craft markets (7.05%).

[Cape Town and the Western Cape – A Leading Regional Economy](#)

1 Area

The greater Western Cape provincial economy comprises the Cape Metro – often referred to as the City of Cape Town – and five district municipalities. These five districts (shown in Figure 1) are the Cape Winelands, Central Karoo, Eden, Overberg, and West Coast. Together with the Cape Metro, they collectively represent and account for the Western Cape’s provincial economy.

The Overberg district, which is known for its coastline and vast farmlands, has four local municipalities with major towns and cities that include: Agulhas, Arniston, Barrydale, Betty’s Bay, Birkenhead, Bot River, Bredasdorp, Buffeljagsrivier, Caledon/Myddleton, De Kelders, Elim, Fishershaven, Franskraal, Gans Bay, Genadendal, Grabow, Greyton, Hawston, Hermanus, Infanta, Kleinmond, Klipdale, Malgas, Napier, Onrus, Pearly Beach, Pringle Bay, Protém, Riviersonderend, Rooi Els, Sand Bay, Stanford, Struis Bay, Suiderstrand, Suurbraak, Swellendam, Theewaterskloof, Van Dyks Bay, Vermont and Villiersdorp.

Figure 1: Districts in the Western Cape, 2025



Source: Overberg District Municipality, 2025

The Overberg District Municipality (ODM) is situated, in the south of the Western Cape and borders the Indian and Atlantic oceans to the south, and Cape Town, the Cape Winelands, and Eden to the west, north and east, respectively. The district consists of four local municipalities (Category B Municipalities), namely Theewaterskloof, Overstrand, Cape Agulhas and Swellendam, as shown in Figure 2.

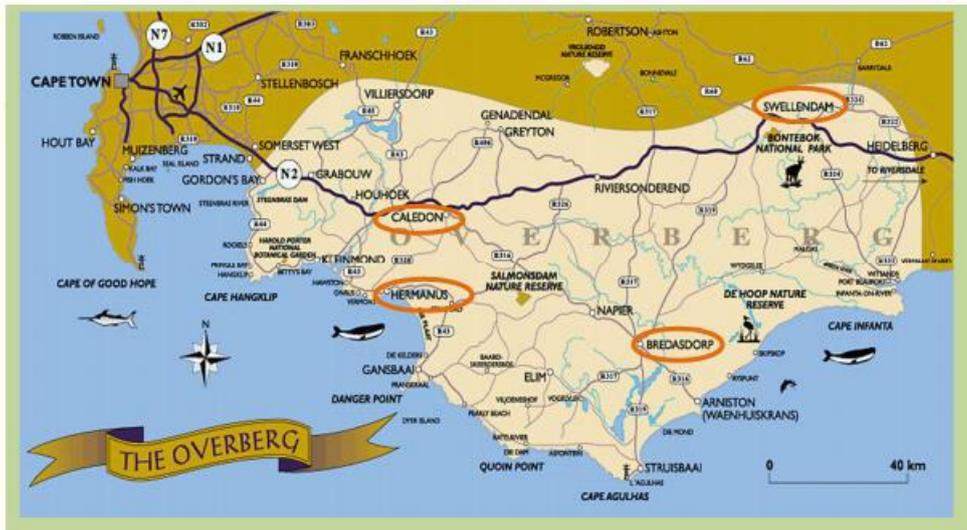
Figure 2: Overberg District Municipality, 2025



Source: Overberg District Municipality, 2025

With its size of 12,241km², the Overberg district is the second smallest of the six districts in the Western Cape. A map of the district is represented Figure 3.

Figure 3: Overberg map, 2025



Source: Overberg District Municipality, 2025

The ODM is classified as a 'Category C' municipality and functions in a legislative framework with its head office in Bredasdorp and four regional offices in the four local municipal areas, which are detailed below.

[Theewaterskloof Local Municipality](#) with its headquarters in Caledon includes Genadendal, Grabouw, Villiersdorp, Greyton, Bot River and Riviersonderend. Agricultural activities involve wheat production, stock farming and fruit production.

[Overstrand Local Municipality](#) with its headquarters in Hermanus includes Baardskeerderbos, Pearly Beach, Franskraal, Kleinbaai, Gansbaai, De Kelders, Stanford, Sandbaai, Onrus, Vermont, Hawston, Kleinmond, Betty's Bay, Hangklip, Pringle Bay and Rooi Els. The area is mainly known as a tourism and holiday destination and is well known for its small fishing communities.

[Cape Agulhas Municipality](#) with its headquarters in Bredasdorp includes Arniston (Waenhuiskrans), Struisbaai, Suiderstrand, Napier and Elim. Agricultural activities involve wheat production, stock farming and small fishing communities. The area is also known as a holiday destination with the southernmost point at L'Agulhas.

[Swellendam Local Municipality](#) with its headquarters in Bredasdorp in Swellendam includes Suurbraak, Buffeljagsriver, Infanta and Barrydale. Agricultural activities involve fruit, wheat, barley, young berry, livestock and dairy farming, grapes for exporting and wine making. Other sectors are retail and manufacturing, mining and quarrying. Swellendam is also known as tourist destination.

Source: Overberg District Municipality Draft Annual Report 2024/25

2 General Information

Table 1 shows the key indicators for the Overberg district.

Table 1: Overberg district municipality – general information, 2025

KEY INDICATORS – OVERBERG DISTRICT MUNICIPALITY	
Executive Mayor	Alderman (Ald) Sakkie Franken
Population (2024)	320 323
GVA (2024)	ZAR20,74bn
GVA Growth (2024)	0.84%
Literacy rate (2024)	61.74%
Ethnic groups (2024)	Black (31.42%), Coloured (54.43%), Indian & Asian (0.30%), White (13.85%)

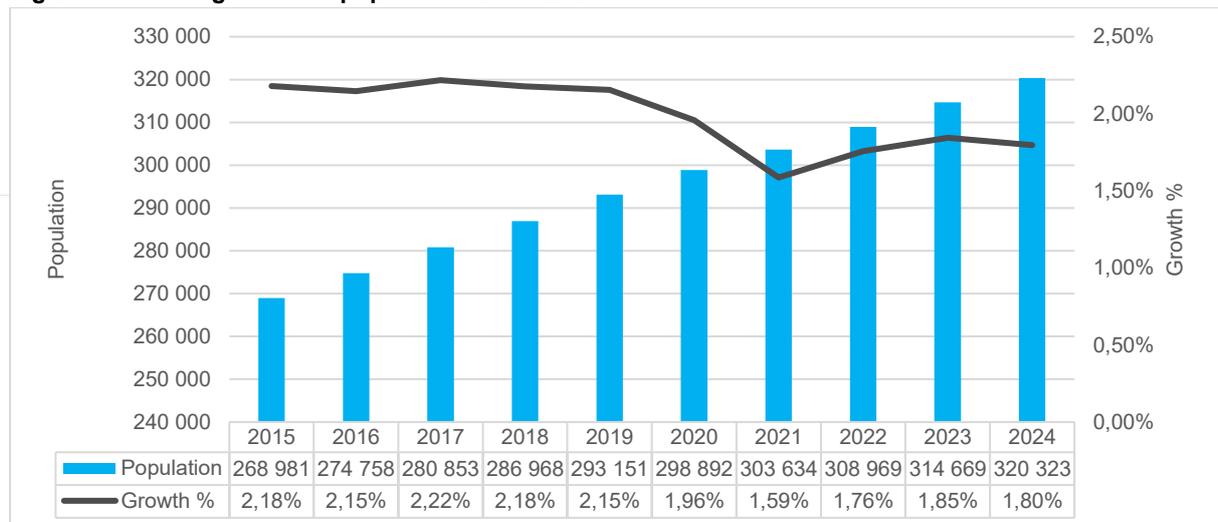
Source: Quantec, 2026

2.1 Demographics

The Overberg district was home to approximately 320,323 people in 2024, making it the second-smallest district population outside of the Cape Town Metro in the Western Cape province. The district accounted for 4.32% of the Western Cape's population in 2024, with the province's largest population in the City of Cape Town (4,893,824) and the smallest in the Central Karoo district (76 756).

In 2024, the Overberg district's population increased by 1.80% y-o-y to 320,323, up from 314,669 people recorded in 2023 as shown in Figure 4. The population grew at an annual average rate of 1.98% during the decade 2015–2024.

Figure 4: Overberg district's population: 2015–2024



Source: Quantec, 2025

Table 2 illustrates that the population density of the Overberg district was 26.17 people per square kilometre in 2024, up from 25.71 in 2023, and 25.24 in 2022.

Table 2: Population density per square kilometre in Western Cape municipal districts, 2024

WESTERN CAPE POPULATION DENSITY BY MUNICIPALITY DISTRICT, 2023 - 2024			
DISTRICT	2022	2023	2024
City of Cape Town	1 934.14	1 968.73	2 001.21
Cape Winelands	44.83	45.56	46.31
Garden Route	27.10	27.35	27.59
Overberg	25.24	25.71	26.17
West Coast	15.17	15.42	15.70
Central Karoo	1.95	1.96	1.98

Source: Quantec, 2026

Looking at demographics, which are presented in Table 3, the Coloured population was the largest group in the district, accounting for an estimated 54.43% (314,669 people) of the total Overberg population in 2024. Black Africans accounted for 31.41% (171,438 people) of the population, Whites for 13.85% (98,466 people), and Indians or Asians for 0.30% (43,830 people).

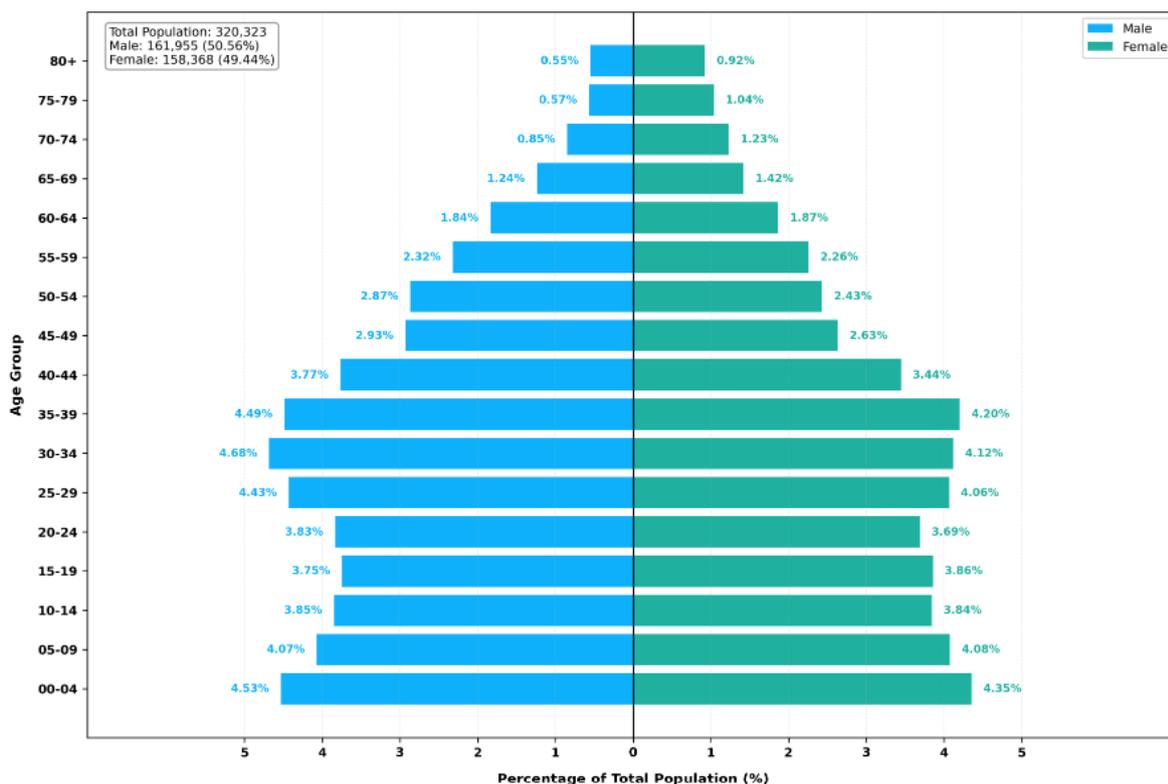
Table 3: Population breakdown by demographic group, 2023–2024

Population breakdown, by demographic group (2023–2024)				
Group	2023	2024	% Share 2024	2023 - 2024 % change
Coloured	308969	314669	54.43%	1.85%
Black African	168213	171438	31.41%	1.92%
White	96042	98466	13.85%	2.52%
Asian/Indian	43810	43830	0.30%	0.05%

Source: Quantec, 2026.

The Overberg District's population pyramid for 2024 reveals a relatively young, economically productive demographic structure characterised by a broad working-age cohort and a nearly balanced gender distribution. The district's total population of 320,323 is distributed across a male population of 161,955 (50.56%) and a female population of 158,368 (49.44%), indicating minimal gender imbalance. The working-age population (15-64 years) dominates the demographic structure, accounting for 67.47% of total population, with the largest concentration in the 30-34 age bracket (8.80% of total population), reflecting a prime economically active cohort. The youth population (0-14 years) represents 24.73% of the total, demonstrating a moderately broad base that suggests continued demographic renewal, whilst the elderly population (65+ years) constitutes only 7.82% of the total, indicating a relatively young population with limited age-related dependency pressures. Gender distribution patterns reveal typical life expectancy differentials, with males slightly predominating in younger and middle-age cohorts whilst females increasingly outnumber males in older age groups from 65 years onwards, consistent with higher female longevity. The pyramid's shape suggests a transitioning demographic profile with strong labour force participation potential, moderate dependency ratios, and sustained population growth momentum, positioning the Overberg District favourably for economic development and productivity growth in the medium term.

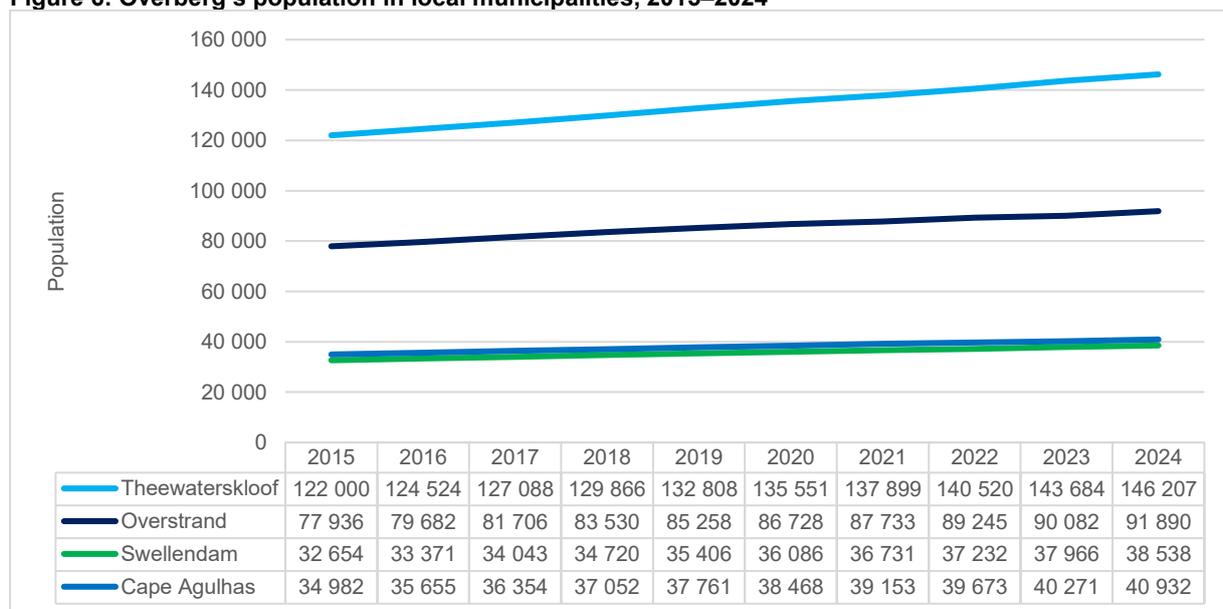
Figure 5: Overberg district’s population distribution January–December 2024



Source: Quantec, 2025

During the past decade, the Theewaterskloof municipality has consistently accounted for the largest population in the Overberg district. The second-largest group of people could be found in the Overstrand municipality, with the municipalities of Swellendam and Cape Agulhas home to the third- and fourth-largest population groupings in the district’s municipalities. These details can be found in Figure 6.

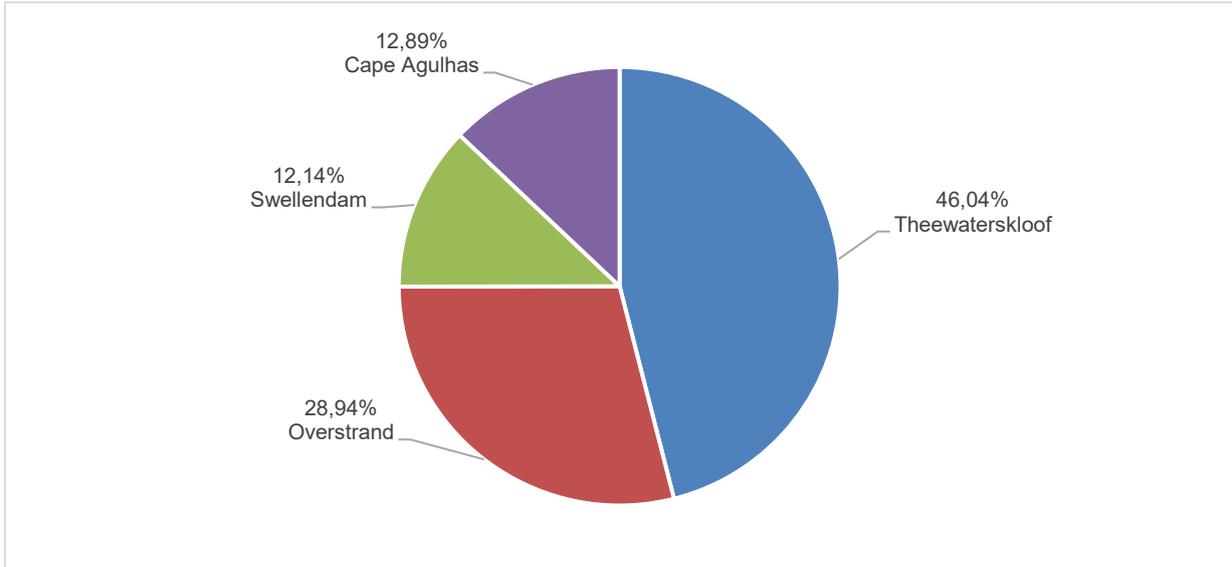
Figure 6: Overberg’s population in local municipalities, 2015–2024



Source: Quantec, 2026

As indicated in Figure 7, in 2024, the largest proportion of the Overberg’s population (46.04%) lived in Theewaterskloof, followed by those living in Overstrand (28.94%), Swellendam (12.14%) and Cape Agulhas (12.89%).

Figure 7: Sub-regional breakdown of the Overberg district's population, 2024

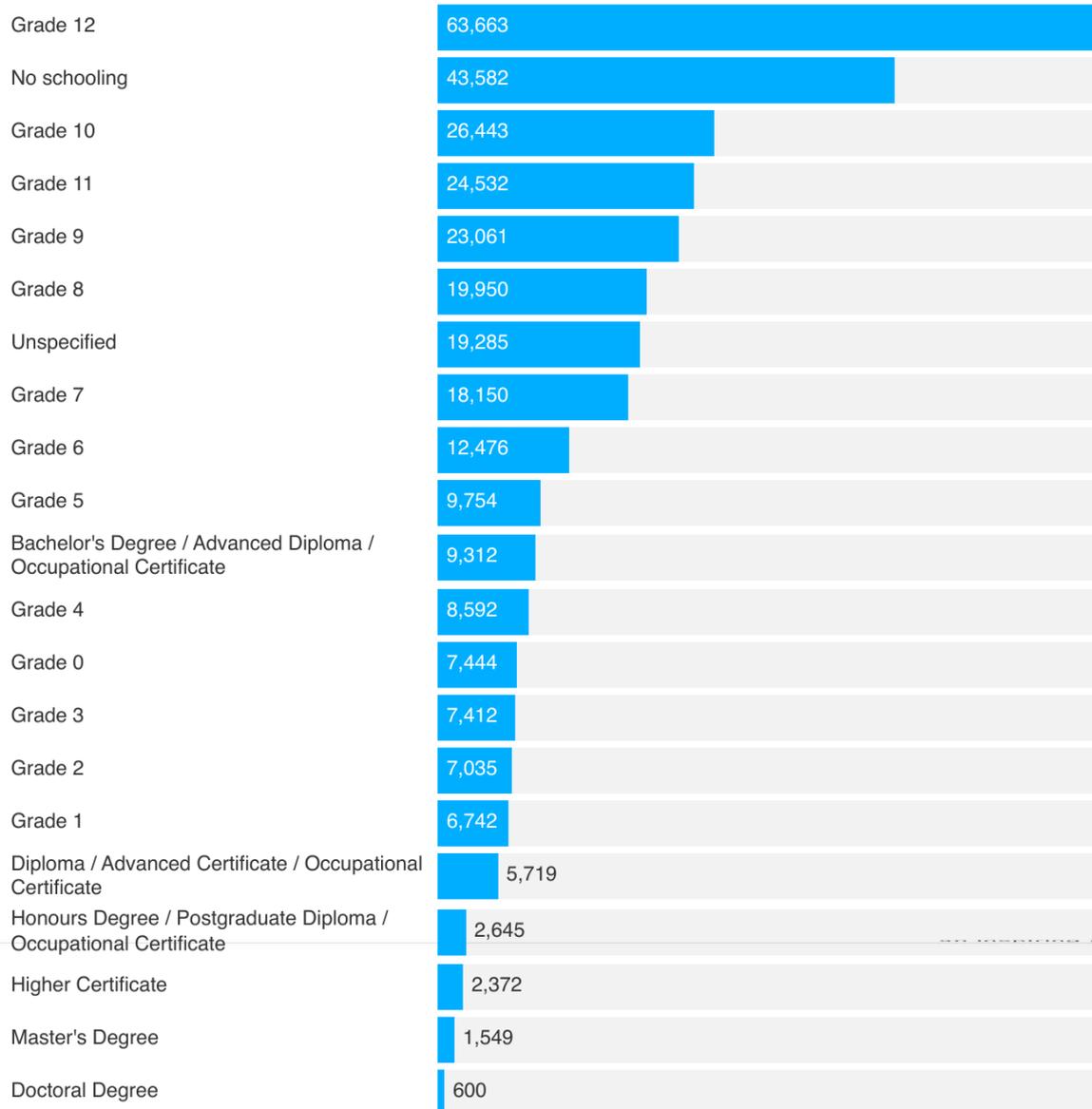


Source: Quantec, 2026

Education levels in the greater Overberg district vary significantly. Figure 8 shows the number of people with different education levels in the district. The largest group, comprising 63,663 individuals, held a qualification equivalent to Grade 12 in 2024. The second-largest group, with 43,582 people, consisted of those with no schooling – 43,582 individuals. The smallest group, consisting of 600 individuals, were those with doctoral degrees.

Figure 8: Education levels, Overberg district, 2024

Year 2024

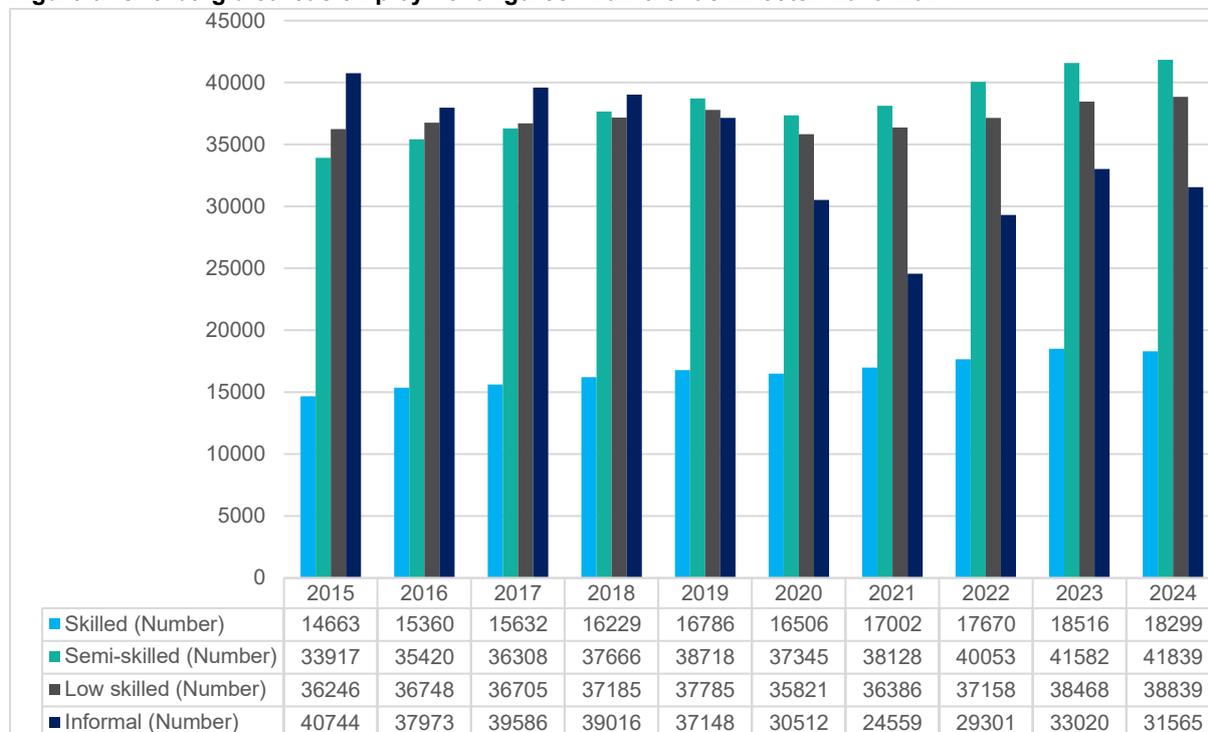


Source: Quantec, 2026

3 Employment

Figure 9 highlights the skill sets among the Overberg district's working population. The semi-skilled worker cohort was the largest component of the workforce from 2018 onwards, while those in the skilled category remained a minority. The skilled category ranked significantly lower throughout the period analysed.

Figure 9: Overberg district's employment figures in different skill sets: 2015–2024



Source: Quantec, 2025

Figure 10 presents a breakdown of employment according to varying skill sets in different economic sectors in the Overberg district in 2024. The community, social, and personal services sector employed the most skilled workers, totalling 5,849 individuals. The sectors with the highest numbers of semi-skilled workers were wholesale and retail trade with 11,106 individuals; and finance, insurance, real estate, and business services with 9,563 individuals. The agriculture, forestry, and fishing sector predominantly employed those with low skills 14,501 workers, while the wholesale and retail trade, catering and accommodation sector accounted for the largest number of individuals in informal employment: 9,990 workers.

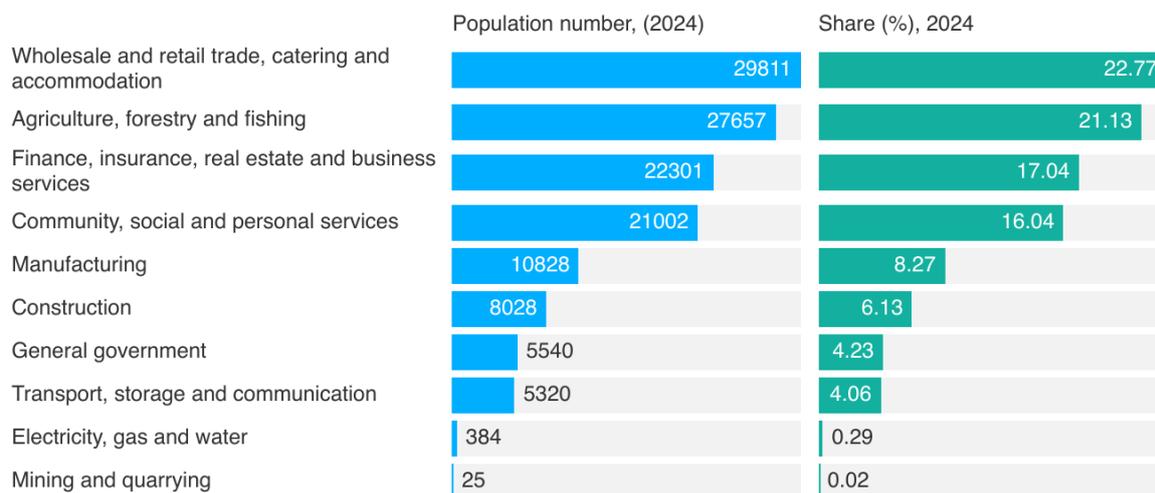
Figure 10: Overberg district's employment figures by skill set in in different sectors, 2024

	Skilled (Number)	Semi-skilled (Number)	Low skilled (Number)	Informal (Number)
Agriculture, forestry and fishing	913	5288	14501	6955
Mining and quarrying	4	13	7	2
Manufacturing	977	4960	2939	1951
Electricity, gas and water	49	179	108	48
Construction	365	3511	1625	2528
Wholesale and retail trade, catering and accommodation	3074	11106	5641	9990
Transport, storage and communication	602	1954	847	1918
Finance, insurance, real estate and business services	4419	9563	4085	4233
General government	1957	2188	1396	
Community, social and personal services	5849	3188	8025	3941

Source: Quantec, 2026

Looking at total employment figures in different sectors, the leading sectors were wholesale and retail trade, catering and accommodation, which employed 22.77% of the workforce. This was followed by the agriculture, forestry, and fishing sector with a 21.13% share. The finance, insurance, real estate, and business services sector closely followed in third place, with a share of 17.04% of the workforce in the Overberg. Together, these sectors accounted for approximately 60.94% of the total number of people employed in 2024.

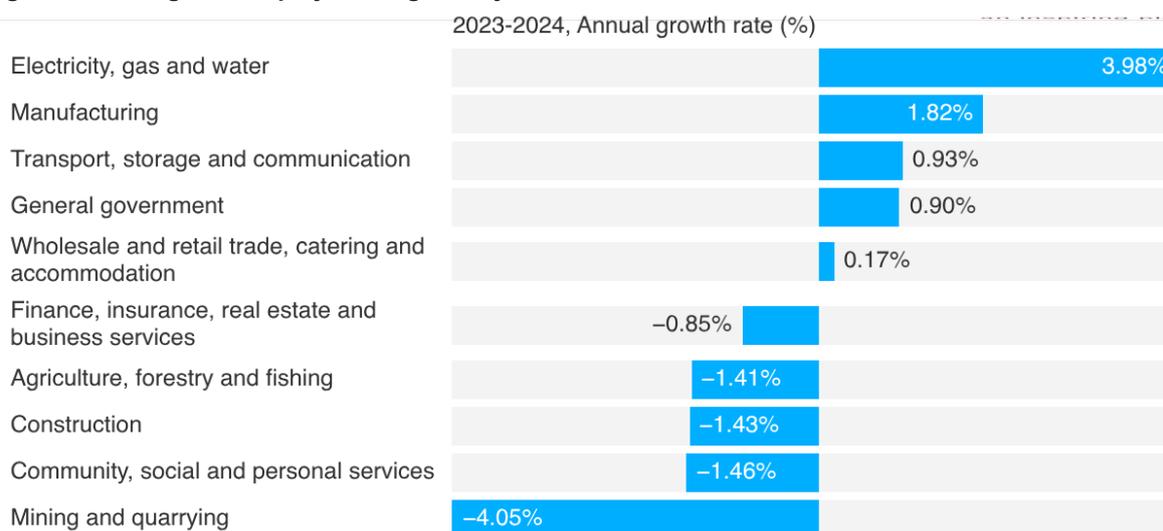
Figure 11: Overberg district's total employment figures in different sectors, 2024



Source: Quantec, 2026

Five sectors saw a y-o-y decline in employment rates between 2023 and 2024, while all other sectors recorded an increase in employment during this period, as reflected in Figure 12. The electricity, gas and water sector led the way with a 3.98% y-o-y growth rate, followed by manufacturing with a 1.82% y-o-y expansion. The transport, storage and communication sector ranked third, with a 0.93% y-o-y growth rate.

Figure 12: Changes in employment figures by sector, 2023–2024



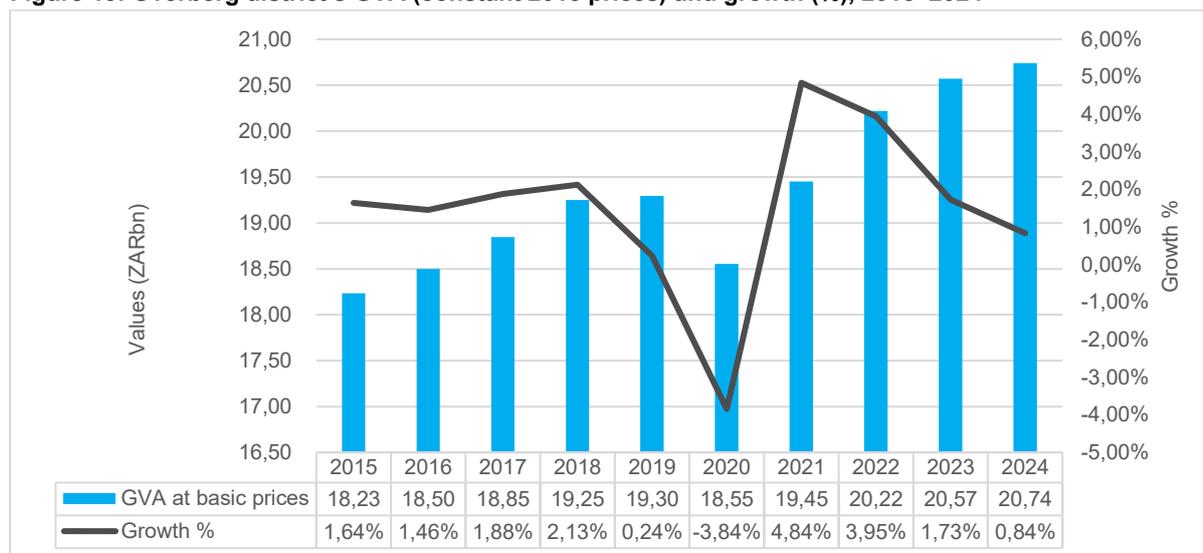
Source: Quantec, 2024

4 Economic Overview

The Overberg district is the fifth-largest economy among the six districts of the Western Cape. In 2024 the district contributed an estimated ZAR20.74bn to the Western Cape’s economy as measured by real GVA at basic 2015 prices. This amounted to a contribution of 3.45% to the province’s economy.

In 2024, the Overberg district’s economy grew by an estimated 0.84% y-o-y, reaching a value of ZAR20.74bn, up from ZAR20.57bn in 2023, as can be seen in Figure 13. The growth from 2021 to 2024 can partly be attributed to the global economy’s recovery from the impact of the Covid-19 pandemic. This led to a rebound in economic activities and increased production and services.

Figure 13: Overberg district’s GVA (constant 2015 prices) and growth (%), 2015–2024



Source: Quantec, 2024

Table 4 shows that the finance, insurance, real estate, and business services sector was the largest contributor to GVA in this region in 2024, accounting for 28.43% of the GVA at a value of ZAR5.90bn. The sector grew by 3.99% between 2023 (ZAR5.67bn) and 2024 (ZAR5.90bn). The wholesale and retail trade, catering and accommodation sector was in second place, representing 15.20% of the region’s GVA at a value of ZAR3.15bn, down by 0.56% from the 2023 value of ZAR3.17bn. The manufacturing sector ranked as the third-largest contributor to the Overberg district’s GVA, accounting for 13.10% (ZAR2.72bn) of the GVA, up by 1.00% from the 2023 value of ZAR2.69bn.

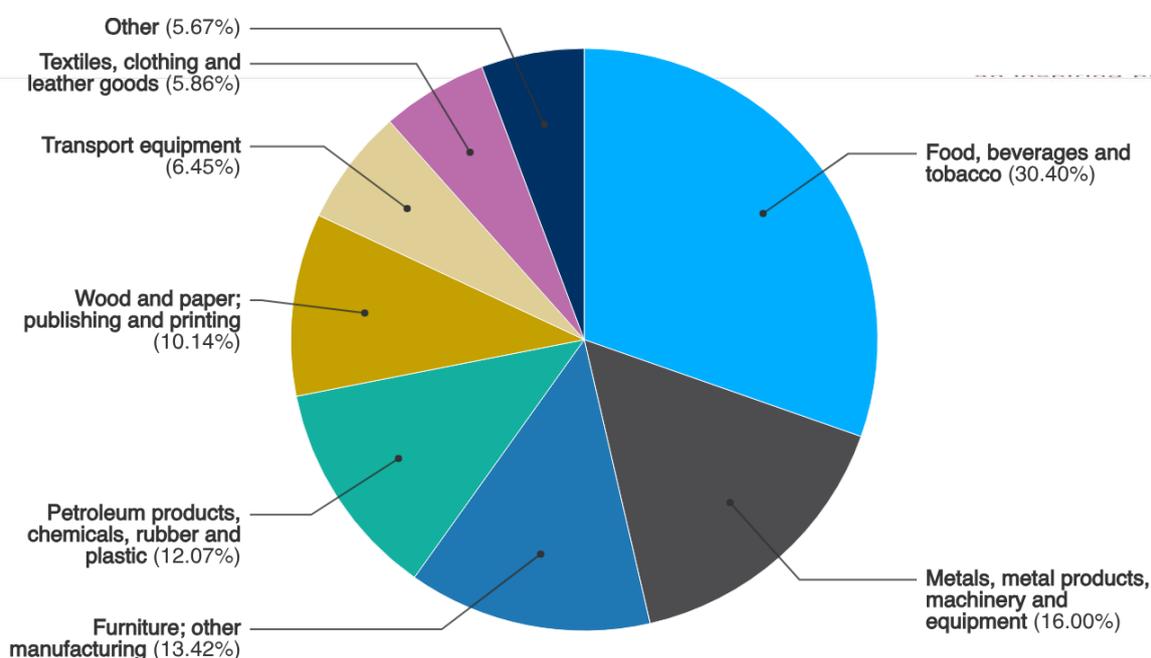
Table 4: Overberg district's GVA per sector, 2023–2024

Sector	Value 2023, (ZARbn)	Value 2024, (ZARbn)	% Share of GVA, 2024	Growth rate, (2023-2024)
Finance, insurance, real estate and business services	5.67	5.90	28.43%	3.99%
Wholesale and retail trade, catering and accommodation	3.17	3.15	15.20%	-0.56%
Manufacturing	2.69	2.72	13.10%	1.00%
Community, social and personal services	2.10	2.31	11.12%	9.78%
Transport, storage and communication	2.27	2.30	11.10%	1.44%
Agriculture, forestry and fishing	2.32	2.06	9.93%	-11.12%
Construction	1.03	0.98	4.72%	-5.19%
General government	0.96	0.95	4.58%	-0.62%
Electricity, gas and water	0.35	0.36	1.75%	4.63%
Mining and quarrying	0.01	0.01	0.06%	-0.46%

Source: Quantec, 2025

Figure 14 provides an overview of the composition of the manufacturing sector in the Overberg district in 2024. The food, beverages and tobacco sector was the largest contributor to the district's manufacturing sector, accounting for 30.40% of GVA. This was followed by the metals, metal products, machinery and equipment manufacturing sub-sector (with a contribution of 16.00%); and then by the petroleum products, chemicals, rubber and plastic sub-sector (with a contribution of 12.07%).

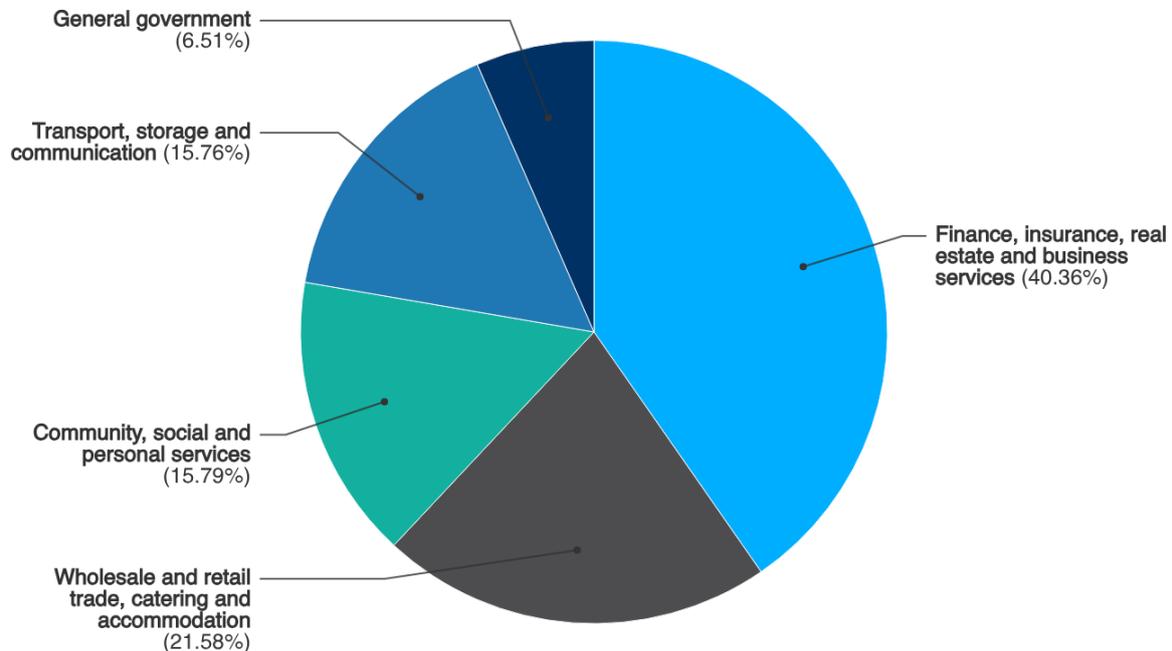
Figure 14: Manufacturing sub-sector's contribution to overall manufacturing GVA in the Overberg, 2024



Source: Quantec, 2025 (*values in constant 2015 prices)

Figure 15 provides an overview of the services sector in the Overberg district in 2024. The finance, insurance, real estate and business services sub-sector was the largest contributor to the region's services sector in 2023, accounting for 40.36% of GVA. This was followed by the wholesale and retail trade, catering and accommodation sub-sector with a share of 21.58%; and then by the community, social and personal services sub-sector with a share of 15.79%.

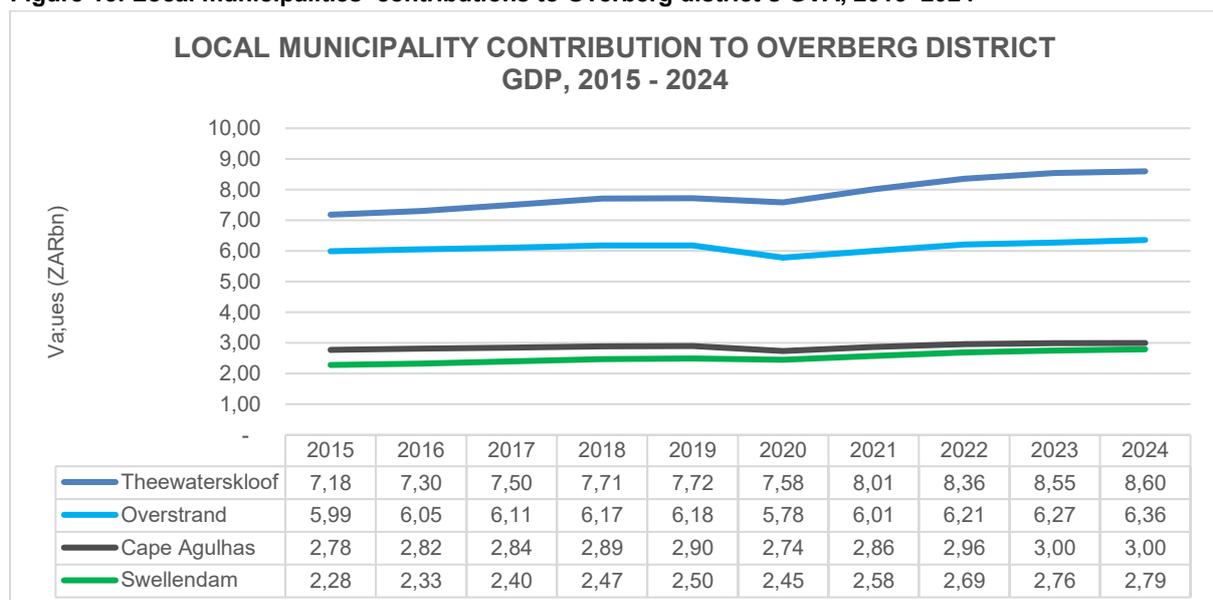
Figure 15: Contribution of the Overberg's services sub-sectors to overall GVA in services, 2024



Source: Quantec, 2025

Looking at individual municipal contributions to the Overberg district's GVA, Theewaterskloof municipality was the largest contributor to GVA in 2024, accounting for an estimated 41.44% (ZAR8.60bn) of GVA, followed by Overstrand with a contribution of 30.65% (ZAR6.36bn), Cape Agulhas with 14.45% (ZAR3.00bn) and Swellendam with 13.47% (ZAR2.79bn). This can be seen in Figure 16.

Figure 16: Local municipalities' contributions to Overberg district's GVA, 2015–2024



Source: Quantec, 2026

Well known for its agricultural activities and outputs, the Theewaterskloof municipality had the highest reliance on primary sector activities in the district, with 13.75% of its GVA stemming from agriculture, forestry, fishing, and a small amount from mining in 2024. This is illustrated in Table 5. In contrast, the municipalities of Overstrand and Cape Agulhas were less dependent on these activities, with the primary sector contributing approximately 7.00% to each of their GVA, indicating more diversified economies. Theewaterskloof municipality also has a robust secondary sector, with this sector accounting for 21.12% of GVA in 2024, of which manufacturing contributed 13.52%. Overstrand followed with a 19.60% contribution by the secondary sector to GVA which was underpinned by a strong manufacturing base that contributed 14.02% towards this. Cape Agulhas and Theewaterskloof had somewhat similar manufacturing contributions of 13.88% and 13.52% respectively, while Swellendam contributed the lowest share of 8.90%.

Table 5: Economic contributions from primary, secondary, and manufacturing sectors in the Overberg district 2024

	Swellendam	Theewaterskloof	Overstrand	Cape Agulhas
Primary sector	9.39%	13.78%	6.69%	6.62%
Agriculture, forestry and fishing	9.36%	13.75%	6.61%	6.53%
Mining and quarrying	0.03%	0.03%	0.08%	0.10%
Secondary sector	14.31%	21.12%	19.60%	19.99%
Manufacturing	8.90%	13.52%	14.02%	13.88%
Electricity, gas and water	1.42%	2.08%	1.48%	1.68%
Construction	3.99%	5.51%	4.10%	4.43%
Tertiary sector	76.30%	65.10%	73.71%	73.39%
Wholesale and retail trade, catering and accommodation	15.58%	14.52%	14.82%	17.61%
Transport, storage and communication	9.86%	11.16%	11.38%	11.53%
Finance, insurance, real estate and business services	32.22%	24.71%	31.96%	28.09%
General government	5.16%	4.35%	4.34%	5.24%
Community, social and personal services	13.49%	10.36%	11.20%	10.93%

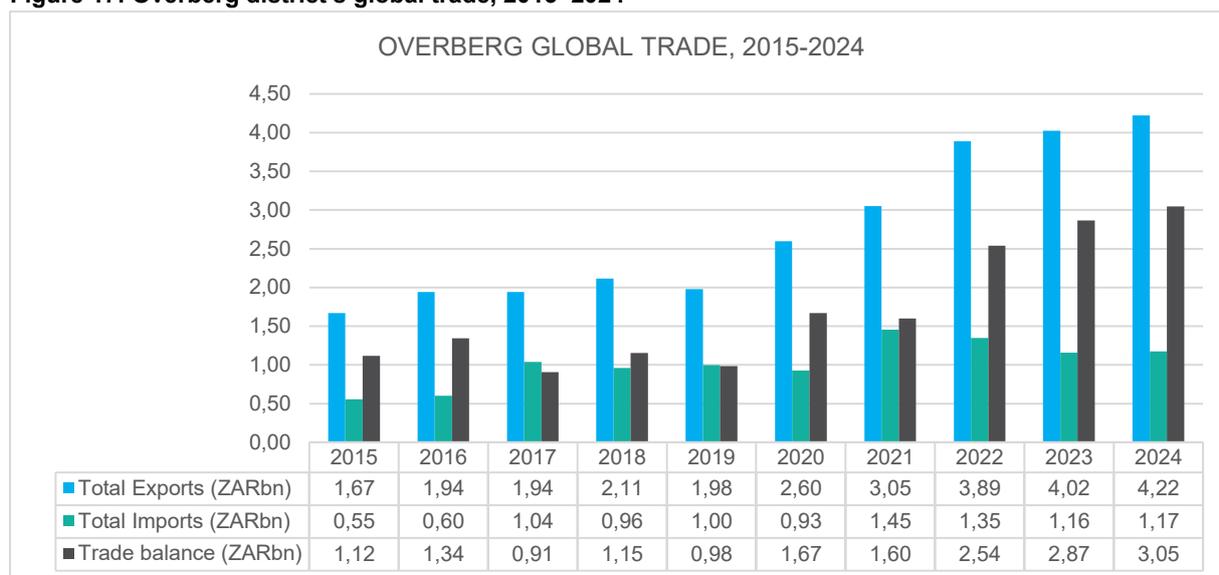
Source: Quantec, 2025

5. Trade

The Overberg district was a net exporter of goods in 2015–2024, with the region exporting goods valued at ZAR4.22bn in 2024, 4.90% y-o-y higher than the ZAR4.02bn exported in 2023. In turn, import costs increased marginally to ZAR1.17bn in 2024, up from a cost of ZAR1.16bn incurred in 2023. These details are shown in Figure 17.

Despite variations in the trade balance, the Overberg district consistently maintained a trade surplus throughout the period under review, with the trade balance reaching a high point of ZAR3.05bn in 2024.

Figure 17: Overberg district's global trade, 2015–2024



Source: Quantec, 2025

In 2024, the Netherlands was the largest destination market for exports from the Overberg district at a value of ZAR639.00m, equivalent to 15.14% of total exports, as shown in Figure 18. During the five years from 2020 to 2024, Kenya was the fastest-growing market for exports from the Overberg district, with exports to that country growing at a five-year average annual growth rate of 336.01%. Exports to the United Republic of Tanzania followed with a growth rate of 261.81%.

Figure 18: Overberg district's top 10 destination markets for exports, 2024

	ZARm, 2024	% share, 2024	Aver. Growth % (2020-2024)
Netherlands	639.00	15.14	26.22
United Kingdom	598.00	14.17	18.21
United States	526.00	12.46	70.79
Kenya	328.00	7.77	336.01
Hong Kong Special Administrative Region of China	310.00	7.35	8.67
Namibia	145.00	3.44	16.08
Spain	140.00	3.32	144.53
Germany	123.00	2.91	43.79
Taiwan Province of China	117.00	2.77	23.33
United Republic of Tanzania	98.98	2.35	261.81

Source: Quantec, 2025

Figure 19 demonstrates that in 2024, the top three import source markets for the Overberg district were Malaysia (with imports costing ZAR194.91m), Spain (ZAR141.15m) and Swaziland (ZAR96.64m). From 2020 to 2024, Lesotho was the fastest-growing import source market for the Overberg district with imports growing at a five-year average annual growth rate of 1,751.90%, followed by Mozambique with an average growth rate of 45.03%.

Figure 19: Overberg's top 10 source markets for imports, 2024

	ZARm, 2024	% share, 2024	Aver. Growth % (2020-2024)
Malaysia	194.91	16.60	12.97
Spain	141.15	12.02	13.37
Swaziland	96.64	8.23	38.49
China	78.29	6.67	2.14
United Kingdom	65.75	5.60	23.08
Lesotho	64.58	5.50	1751.90
Netherlands	61.78	5.26	33.88
United States	44.17	3.76	27.78
Mozambique	42.75	3.64	45.03
Romania	42.44	3.62	

Source: Quantec, 2026

*Please note, Romania only became an import source market in 2021.

With export earnings of ZAR1,132.67m, apples, pears and quinces was the Overberg's leading export product in 2024, accounting for 26.83% of export receipts. This can be seen in Figure 20. In second place was the export of fruit juices (including grape must), accounting for 14.32% of export earnings and valued at ZAR604.55m. Third was molluscs, whether in shell or not, valued at ZAR319.40m which was equivalent to a share of 7.57% of total export earnings.

Figure 20: Overberg district's top 10 export products (HS4), 2024

	ZARm, (2024)	Share(%)	Avg. Growth(%) (2020-2024)
Apples, pears and quinces	1132.67	26.83	16.91
Fruit juices (including grape must)	604.55	14.32	48.41
Molluscs, whether in shell or not	319.40	7.57	14.62
Rape or colza seeds	281.60	6.67	21.52
New pneumatic tyres, of rubber	277.24	6.57	22.73
Wine of fresh grapes	248.56	5.89	8.96
Citrus fruit	214.05	5.07	22.89
Crustaceans, molluscs and other aquatic invertebrates	126.14	2.99	11.75
Foliage, branches and other parts of plants	107.03	2.54	2.41
Machinery for sorting, screening, separating, washing	105.55	2.50	1078.24

Source: Quantec, 2026

Flat-rolled products of iron or non-alloy steel dominated the district's import costs. At a cost of ZAR205.78m, imports of this product accounted for 17.53% of the total import costs incurred in 2024. Mixtures of odoriferous substances and mixtures followed at an associated cost of ZAR95.79m. In third place was sunflower-seed, safflower or cotton-seed oil and fractions thereof at a cost of ZAR89.33m. The Overberg district's top three import products accounted for 48.72% of the total imports in 2024. These figures can be seen in Figure 21.

Figure 21: Overberg district's top 10 import products, 2024

	ZARm, (2024)	Share(%)	Avg. Growth(%) (2020-2024)
Flat-rolled products of iron or non-alloy steel	205.78	17.53	18.65
Mixtures of odoriferous substances and mixtures	95.79	8.16	32.49
Sunflower-seed, safflower or cotton-seed oil and fractions thereof	89.33	7.61	69.65
Fish, frozen, excluding fish fillets and other fish meat	64.13	5.46	21.15
Video game consoles and machines	39.49	3.36	15.73
Coconut (copra), palm kernel or babassu oil and fractions thereof	37.56	3.20	51.84
Articles for the conveyance or packing of goods	37.52	3.20	16.60
Harvesting or threshing machinery, including straw or fodder balers	35.21	3.00	15.00
Prepared rubber accelerators; compound plasticisers for rubber or plastics	34.38	2.93	30.72
Products containing tobacco or reconstituted tobacco	34.12	2.91	21.15

Source: Quantec, 2026

5 Investment

5.1 Inward FDI investments

Between January 2016 and December 2025, one investment of ZAR79.77m materialised in the Overberg district's food and beverages sector. The FDI was made by South African Breweries, a subsidiary of the Belgium-based brewing company ABInBev, in September 2019. This investment resulted in the creation of an estimated 16 jobs. (fDi Markets, a service from The Financial Times (2026). All Rights Reserved).

5.2 Growth opportunities

5.2.1 Food, beverages, and tobacco

The Overberg district has a variety of agro-processing activities, including winemaking and juice-making, dairy production, honeybush tea processing, and abalone processing.

5.2.2 Transport and storage

The transport and storage sector is a valuable role player in the agricultural sector. Many of the commodities produced in the area are transported nationwide, and they are also globally exported. The availability of cold-chain facilities and well-maintained road infrastructure are some of the key aspects that will strengthen this sector.

5.2.3 Space sector

Due to its position near Africa's southernmost tip, the Overberg district is an ideal location for space-based and ground-based systems that can provide the correct information at the right time to the government and the private sector. A wide variety of opportunities in the space sector exist in the Overberg district. These include the positioning of the head office for the South African National Space Agency (SANSA), the Space Operations Programme (located in Hartebeest Hoek), the Space Science Programme (located in Hermanus), the Earth Observation Programme, and a newly established Space Engineering Programme. The Denel Overberg Test Range, which is ideal for LEO satellite launches into sun-synchronous and polar orbits, is also positioned in the district. The test range has been used exclusively for the advanced testing of non-space-related systems for domestic and international customers. The focus of the test range's current space initiatives is to support the Department of Science & Technology and SANSA in developing and executing a launch plan. Relying on the experience gained during the previous space programme, the test range can provide crucial assistance in aligning South Africa's space priorities, ground-launch infrastructure, launch-vehicle manufacturing and a satellite-development programme.

5.2.4 Other sectors

Opportunities in the wholesale and retail trade, and in the transport and storage sectors, as well as the comparative advantage in smaller manufacturing sectors (such as textiles, clothing, and leather goods; and metals, metal products, machinery and equipment) emphasise the need for investment in the business centres of the district.

These activities are reliant on well-functioning, easily accessible industrial spaces, and on good infrastructure for logistical purposes. However, the Theewaterskloof, Cape Agulhas and Swellendam municipal areas identified infrastructure-related challenges as one of the biggest constraints when it came to promoting economic growth in 2019 (Overberg District Municipality, 2025).

6 Companies in the Overberg district

Table 6 lists the companies that operate in the Overberg district.

Table 6: Companies in the Overberg district

Company	Location	Industry
16 Kindon Road Properties (Pty) Ltd	Hermanus	Financial Intermediation, Insurance, Real Estate and Business Services
Abagold Ltd	Hermanus	Agriculture, Hunting, Forestry and Fishing
Amanzi Bargaining Council	Hermanus	Community, Social and Personal Services
Aqunion (Pty) Ltd	Hermanus	Agriculture, Hunting, Forestry and Fishing
Haygrove Heaven (Pty) Ltd	Hermanus	Agriculture, Hunting, Forestry and Fishing
Hermanus Clothing Manufacturing (Pty) Ltd	Hermanus	Manufacturing
HIK Abalone Farm (Pty) Ltd	Hermanus	Agriculture, Hunting, Forestry and Fishing
Overstrand Local Municipality	Hermanus	Community, Social and Personal Services
Agri Organics CC	Grabouw	Agriculture, Hunting, Forestry and Fishing
Appletiser South Africa (Pty) Ltd	Grabouw	Manufacturing
Associated Fruit Processors (Pty) Ltd	Grabouw	Manufacturing
Ecosoil (Pty) Ltd	Grabouw	Agriculture, Hunting, Forestry and Fishing
Ecosoil Trust	Grabouw	Agriculture, Hunting, Forestry and Fishing
Elgin Free Range Chickens (Pty) Ltd	Grabouw	Wholesale and Retail Trade
Elgin Fruit Juices (Pty) Ltd	Grabouw	Manufacturing
Elgin Poultry Abattoir (Pty) Ltd	Grabouw	Manufacturing
Kromco (Pty) Ltd	Grabouw	Wholesale and Retail Trade
NJ Express Couriers (Pty) Ltd	Grabouw	Transport, Storage and Communication
Oude Molen Distillers (Pty) Ltd	Grabouw	Manufacturing
P C Kelders (Pty) Ltd	Grabouw	Manufacturing
Snyman Business Trust	Grabouw	Agriculture, Hunting, Forestry and Fishing
Two-A-Day Group (Pty) Ltd	Grabouw	Agriculture, Hunting, Forestry and Fishing
AAF Services (Pty) Ltd	Caledon	Financial Intermediation, Insurance, Real Estate and Business Services
Bernhardt Konsultante (Pty) Ltd	Caledon	Financial Intermediation, Insurance, Real Estate and Business Services
Overberg Agri Bedrywe (Pty) Ltd	Caledon	Wholesale and Retail Trade
Overberg Water Board	Somerset West	Electricity, Gas and Water Supply
South African Breweries Barley Farm (Pty) Ltd	Caledon	Manufacturing
South African Breweries Maltings (Pty) Ltd	Caledon	Agriculture, Hunting, Forestry and Fishing
Theewaterskloof Local Municipality	Caledon	Community, Social and Personal Services
Agulhas Honeybush Tea CC	Bredasdorp	Manufacturing
Bontebok Limeworks (Pty) Ltd	Bredasdorp	Manufacturing
Cape Agulhas Local Municipality	Bredasdorp	Community, Social and Personal Services
Kamersvol Geskenke CC	Stellenbosch	Wholesale and Retail Trade
Kapula Candles South Africa (Pty) Ltd	Bredasdorp	Manufacturing
Overberg District Municipality	Bredasdorp	Community, Social and Personal Services
C and M Multi Craft CC	Swellendam	Manufacturing
Falcon Inflatables (Pty) Ltd	Swellendam	Manufacturing
Rain Africa Innovations (Pty) Ltd	Swellendam	Manufacturing
Sentraal-Suid Koöperasie Beperk	Swellendam	Community, Social and Personal Services
Southern Oil (Pty) Ltd	Swellendam	Manufacturing
Swellendam Local Municipality	Swellendam	Community, Social and Personal Services

Source: *Who Owns Whom*, 2025

7 Tourism

Wesgro Regional Visitor Tracking Surveys

1. Methodology

This report provides an overview of the tourism trends and patterns in the Overberg. The findings will illustrate key visitor trends obtained from the regional visitor tracking surveys.

Responses to the regional visitor tracking surveys are used as a proxy to indicate the key trends in the Western Cape and the various regions. It is important to note that absolute figures cannot be determined from these surveys, as the survey responses are a sample of the responses from tourists in the respective tourism offices across the Western Cape and would thus represent a sample of the visitors. Therefore, where statistically relevant, absolute numbers may be given; however, a share is provided to indicate the trend. This is based on international best practice in the use of surveys in the tourism industry for determining key trends (Wesgro Regional Visitor Tracking Survey, 2024).

2. Definition

Visitor: Any person travelling to a place other than his/her usual environment for less than 12 months and whose main purpose for the travel is other than the exercise of an activity to be remunerated at the place visited (South Africa Tourism, 2025).

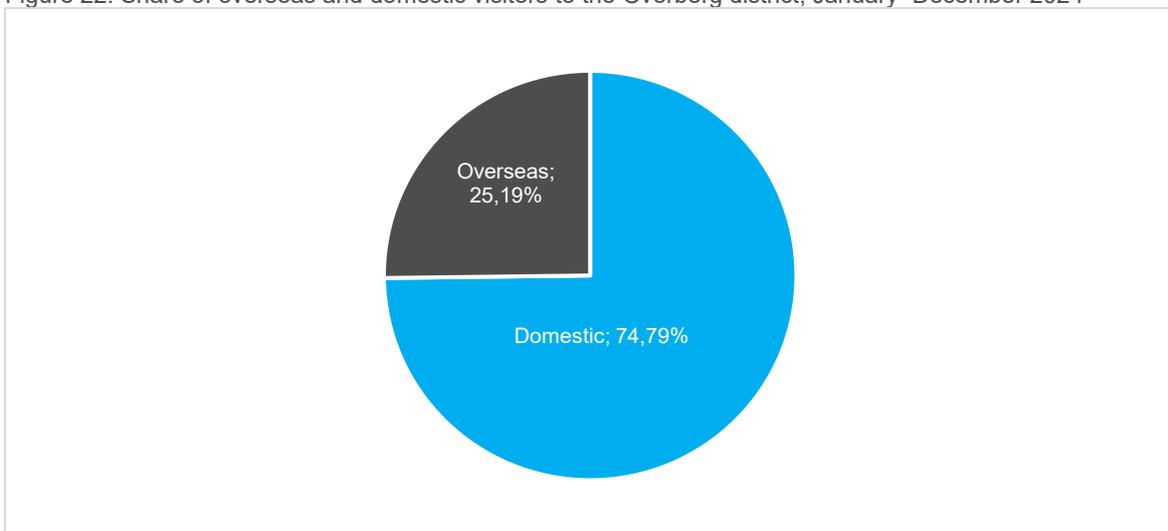
3. Sample size

Between January and December 2024, 7,588 responses to the regional visitor tracking surveys were received from the select tourism offices in the Overberg.

7.1 Origin of visitors

The domestic market accounted for the largest share of respondents (74.79%) who visited the region between January and December 2024, whereas 25.19% of respondents were overseas visitors. This can be seen in Figure 22.

Figure 22: Share of overseas and domestic visitors to the Overberg district, January–December 2024

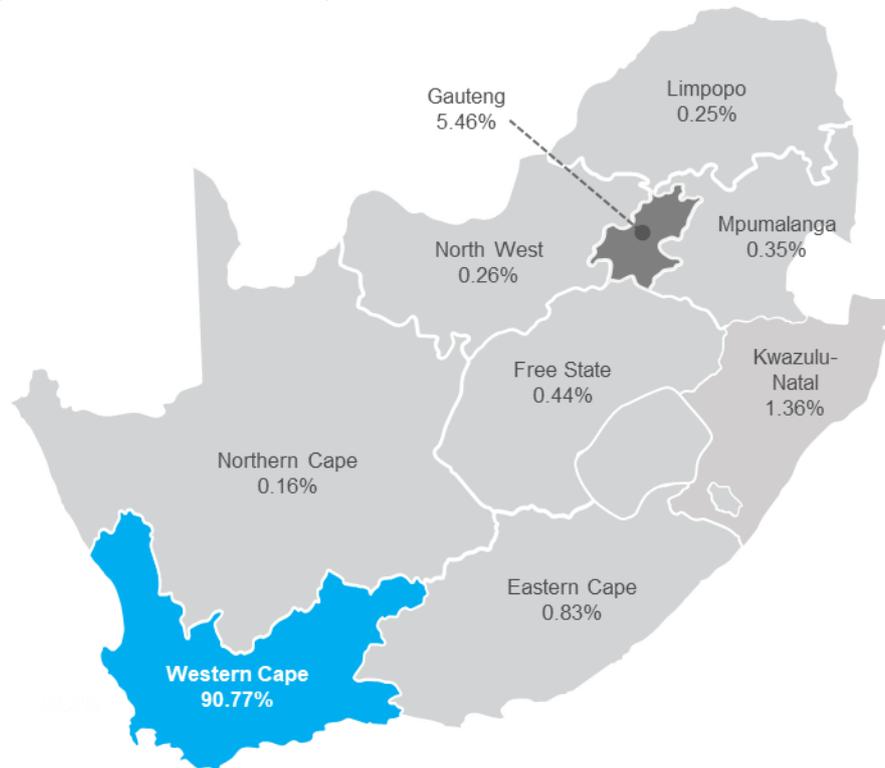


Sources: Wesgro Regional Visitor Tracking Surveys (2024)

7.2 Origin of domestic visitors

Figure 23 shows that from January to December 2024, the largest share of domestic visitors to the region came from the Western Cape (90.77%) which indicates that the Overberg district is a popular destination for locals in the province. Gauteng accounted for 5.46% and KwaZulu-Natal for 1.36% of domestic visitors to the region.

Figure 23: Origin of domestic visitors, January–December 2024



Sources: Wesgro Regional Visitor Tracking Surveys (2024)

7.3 Origin of overseas visitors

According to Figure 24, the greatest share of overseas travellers visiting the Overberg region originated from Germany, which accounted for 25.68% of the total visitor numbers. Following Germany, the United Kingdom ranked as the second-largest source of overseas visitors, contributing 19.09% to the overall sample. Meanwhile, the Netherlands was the third-largest source market, accounting for 8.16% of overseas tourists to the region.

Figure 24: Origin of overseas visitors, January–December 2024

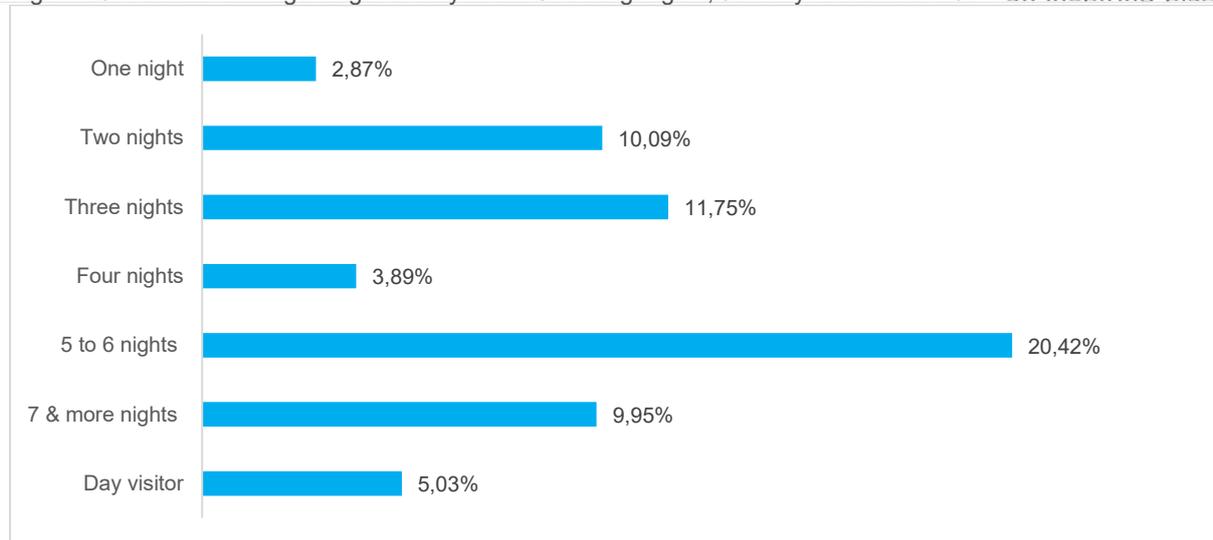


Sources: Wesgro Regional Visitor Tracking Surveys (2024)

7.4 Average length of stay in the region

The Overberg district is a region that stretches along coasts with beautiful beaches, and over mountain ranges with interesting geological formations, abundant birdlife and fynbos, making it an all-round destination for all ages. Between January and December 2024, about 20.42% of visitors chose to stay in the region for five to six nights. This particular length of stay indicates a moderate engagement with the area, which allowed tourists to explore various attractions and activities. This can be seen in Figure 25.

Figure 25: Tourists' average length of stay in the Overberg region, January–December 2024



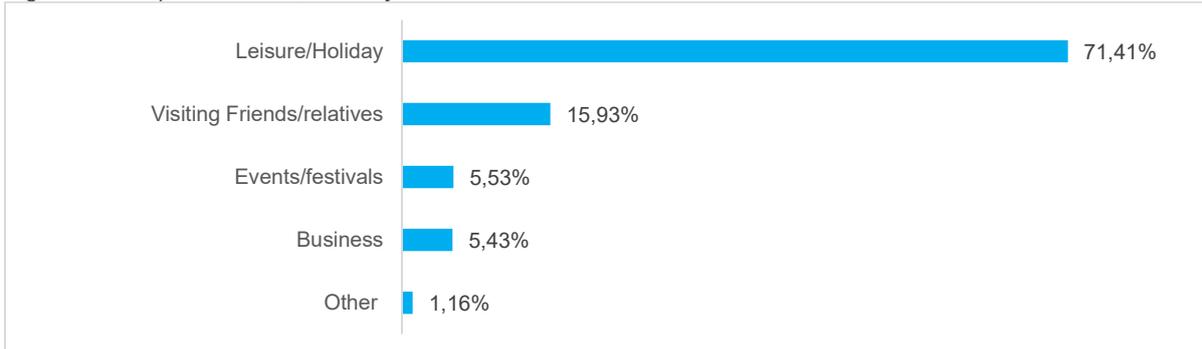
Sources: Wesgro Regional Visitor Tracking Surveys (2024)

Note: 35.99% of the respondents did not specify their average length of stay in the region.

7.5 Purpose of visit

Most visitors travelled to the district for leisure purposes (71.41%). In contrast, a smaller yet significant segment, comprising 15.93% of visitors, travelled to reconnect with friends and family. Some 5.53% of visitors were drawn by specific events or festivals in the region, while a slight 5.43% travelled for business-related purposes. This is shown in Figure 26.

Figure 26: Purpose of visits, January–December 2024



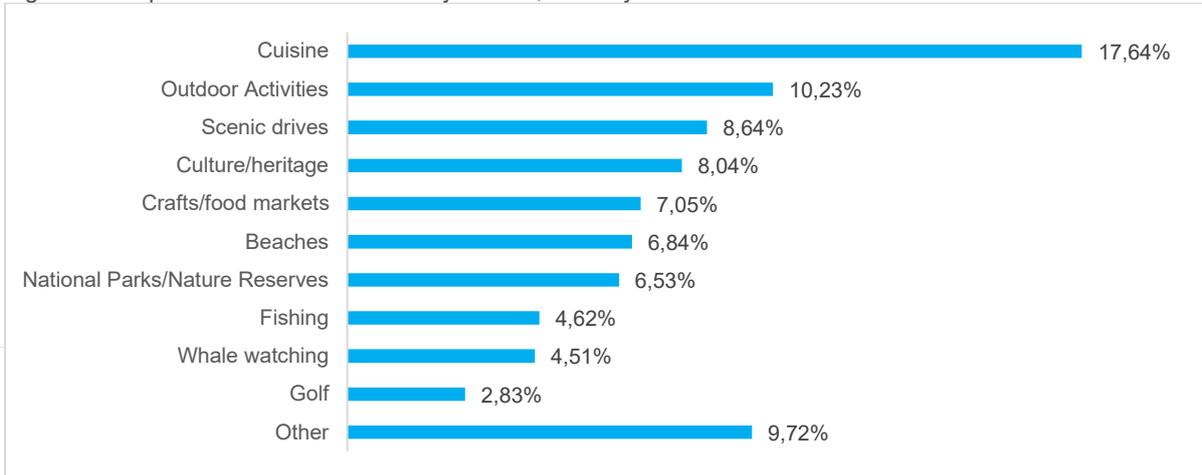
Sources: Wesgro Regional Visitor Tracking Surveys (2024)

Note: 0.54% of the respondents to the survey did not specify their purpose of visit.

7.6 Top visitor activities undertaken in the Overberg

Among the variety of activities that tourists engaged in during their stay, several stood out as particularly popular. The exploration of the region's vibrant and diverse culinary scene emerged as a key highlight, indicating an interest in the local food culture. This was followed by tourists engaging in outdoor activities, scenic drives, cultural and heritage experiences, and visiting craft and food markets. This can be seen in Figure 27.

Figure 27: Top 10 activities undertaken by visitors, January–December 2024



Sources: Wesgro Regional Visitor Tracking Surveys (2024)

Note: 13.36% of the respondents to the survey did not specify their activities undertaken in the district.

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