

MSC reinforces South Africa reefer trade as volumes surge

By [Carl Collen](#) | 26 January 2026

The shipping line has introduced new services and cold storage facilities to support surging demand for South African fresh produce



Image: MSC

Mediterranean Shipping Company (MSC) has said that it is reinforcing its commitment to supporting South Africa's temperature-sensitive trade, as volumes to Europe and beyond surge.

It pointed out that in the past five years, the reefer corridor between South Africa and European markets has seen consistent growth, underpinned by strong agricultural exports — particularly citrus, table grapes, apples, pears and other perishable categories.

South Africa's agricultural export revenue climbed sharply through 2025, with total export receipts reaching an estimated US\$11.7bn to date, driven in large part by refrigerated shipments that depend on reliable cold-chain logistics.

"Last year we saw a record for MSC's reefer volumes out of South Africa, reflecting the strength and resilience of global demand for fresh produce and chilled cargo," said Zane Godwin, national export commercial executive, MSC South Africa

"Today, reefer cargo accounts for almost one-third of our total business out of South Africa, with around half of those volumes moving into European markets.

"It's a clear sign of the trust exporters place in MSC to move their most time- and temperature-sensitive goods reliably, season after season," he noted.

To support this growth, MSC has recently introduced its Western Cape Express service, which enhances and completes its current NWC–South Africa and NWC–Morocco–WAF Service networks, ensuring reinforced coverage during the fruit picking season.

Complementing this is MSC's new USWASA Express (USA-West Africa-South Africa Express) service, launched in late 2025.

The standalone service directly links South Africa with strategic North American hubs, including calls in New York, Baltimore, Savannah and more.

MSC and MEDLOG – a part of the MSC Group – are backing their ocean services with "robust cold-chain infrastructure", the group said.

In Durban, South Africa, MEDLOG's new coldstore facility adds approximately 15,000m² of temperature-controlled space, giving exporters and importers a state-of-the-art platform that supports both chilled and frozen cargo.

"The facility enhances South Africa's competitiveness, reducing time-to-market for perishable products and strengthening the entire export ecosystem from farm gate to final destination," MSC continued.

Across the Atlantic, MEDLOG's expanded cold storage footprint in Savannah, Georgia plays a similarly strategic role.

Serving as a "critical node" on trans-Atlantic reefer routes, the Savannah facility supports efficient handling of perishables moving into and out of North America.

"As MSC heads into Fruit Logistica 2026, its unwavering focus on reefer excellence remains clear: aligning global network strength with tailored, localised solutions, all backed by ongoing investments in infrastructure, technology and service innovation," the group stated.

"In a world where fresh quality can make or break trade deals, MSC's commitment to the South Africa-Europe corridor, and its expanding global reach, ensures that growers, exporters and supply chain partners can move with confidence, today and into the future."

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