

**Megatrends in South Africa**

Market Direction | 2022-11-28 | 54 pages | Euromonitor

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**Report description:**

PPI

Euromonitor's Megatrends in South Africa report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

**Why buy this report?**

- \* Get a detailed picture of the Megatrends market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Scope

The drivers shaping consumer behaviour

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## Megatrends framework

Businesses harness megatrends to renovate, innovate and disrupt

### Digital living

Qwili helps informal vendors to go digital with its POS solution

South Africans still lag behind their global peers in most areas of tech

Consumers are wary of sharing personal data online

Gen X are the most likely to manage their privacy settings

Friends and family remain the most trusted source of information

Return to face-to-face activities is expected post-pandemic

### Experience more

Ubuntuland will enable African businesses to go global in the metaverse

South Africans embrace all types of experience

Online socialising is more common than face-to-face post-pandemic

Holidaymakers prioritise relaxation and safety

Gen X are the most eager to resume face-to-face activities

### Middle class reset

Pick n Pay launches new format aimed at middle-income consumers

South Africans are among the world's biggest bargain-seekers

Consumers are looking to make things last longer

Most Gen Z consumers plan to increase visits to discount stores

### Premiumisation

Lancewood appeals to the more health-conscious with new line of indulgence yoghurts

Consumers are looking for a simpler lifestyle

South Africans are confident about their long-term investments

Shoppers are willing to pay more for quality, comfort and nutritional qualities

### Shifting market frontiers

McCain reduces food miles with Farms of the Future initiative

South Africans take a keen interest in international products and cultures

Baby Boomers are the most focused on supporting local business

### Shopping reinvented

Takealot's new pick-up facility features "robot helpers" to take orders to customers

Shoppers are eager to interact with brands via social media

Millennials are most likely to engage in social commerce

### Sustainable living

Woodlands Dairy's reverse vending machines incentivise consumers to recycle

South Africans are keen to be involved in protecting the environment

Recycling is the most commonly practised activity

### Wellness

Dis-Chem enables WhatsApp messaging for pharmacy customers

Consumers are looking for healthier foods

Meditation is the most common antidote to stress

Consumers are more cautious about health and safety post-pandemic

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