

Consumer Values and Behaviour in South Africa

Market Direction | 2022-11-28 | 56 pages | Euromonitor

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Report description:

This report visually explores everyday habits and behaviours that reflect consumers' beliefs and values, linking behavioural trends with purchase and consumption habits in South Africa.

Euromonitor's Consumer Values and Behaviour 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 Consumer Values 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

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Consumer values and behaviour in South Africa
Consumers are highly interested in trying new services and products
Millennials are the most interested in trying new products and services
Millennials have most faith in their long-term investments
South Africans have a positive outlook for the future
South Africans have strong belief that more activities will shift to in-person
Younger cohorts expect to be better off financially in the future
Over half of consumers will be more engaged in their community
South Africans more concerned than global cohorts about political unrest
Younger generations will be more engaged in their communities
All generations regularly connect with friends and family online
Energy efficiency is a key home feature for South Africans
Access to outside space is an important consideration for homeowners
Cooking or baking at home is the most popular weekly meal choice
Lack of time is a major barrier to home cooking
Millennials prefer ordering food for delivery than cooking for themselves
Healthy ingredients are sought-after by all generations
Baby Boomers and Gen X would like the opportunity to work from home
Gen Z put earning high salaries above other priorities
All generations put high importance on finding ways to simplify their lives
Almost half of Gen Z respondents take a virtual class or attend a lecture online
Shopping for leisure is the most frequent activity for South African consumers
Millennials are more avid leisure shoppers
Over 60% walk or hike for exercise at least once a week
Millennials more likely than other cohorts to take a group fitness class
Younger cohorts more likely to use meditation for stress-reduction
Consumers trust recyclable labels the most
A high percentage of Baby Boomers are trying to reduce their food waste
Baby Boomers are repairing broken items instead of replacing them
Consumers focus on finding bargains
Younger generations like to browse in stores and visit shopping malls
South Africans more likely to buy strong or well-known brands than global average
Baby Boomers not as focused on strong or well-known brands as other generations are
Half expect to spend more on health and wellness over the next year
Gen Z intend to increase their spending in most categories in future
Saving money is a priority for the majority of consumers
Consumers manage their data sharing and privacy settings above global average
Gen Z is the least likely to freely share their personal information online
High percentage will "follow" or "like" a company's social media feed or post
Baby Boomers rarely buy something via a social media platform
Banking is the most frequently accessed service via a mobile device
Millennials use their mobile device to access services more frequently than other cohorts do

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