

## **Discounters in South Africa**

Market Direction | 2023-04-12 | 35 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

With disposable incomes of middle-class South Africans continuing to shrink from 16.9% in 1992 to 14.5% in 2022, the rising cost of living encouraged an increasing number of families trading down to affordable retail options such as discounters. The shift was supported by the channel's extended range of private label offerings across basic commodities and essential products. At the lower-income level, the performance was supported by the extension of the ZAR350 COVID-19 social grants created dur...

Euromonitor International's Discounters in South Africa report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

Why buy this report?

- \* Get a detailed picture of the Discounters 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## **Table of Contents:**

Discounters in South Africa  
Euromonitor International  
April 2023

### List Of Contents And Tables

#### DISCOUNTERS IN SOUTH AFRICA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Discounters attracts price-sensitive consumers

Pick 'n' Pay Retailers invests ZAR1.4 billion in Boxer stores

Shoprite diversifies offerings to include full-scale banking services

##### PROSPECTS AND OPPORTUNITIES

Discounters will remain one of fastest-growing grocery retail channels

Discounters will remain highly concentrated competitive landscape

Digitalisation set to improve overall experience

##### CHANNEL DATA

Table 1 Discounters: Value Sales, Outlets and Selling Space 2017-2022

Table 2 Discounters: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 3 Discounters GBO Company Shares: % Value 2018-2022

Table 4 Discounters GBN Brand Shares: % Value 2019-2022

Table 5 Discounters LBN Brand Shares: Outlets 2019-2022

Table 6 Discounters Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 7 Discounters Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

#### RETAIL IN SOUTH AFRICA

##### EXECUTIVE SUMMARY

Retail in 2022: The big picture

Competition intensifies as retailers diversify their portfolios

Retail e-commerce remains the fastest growing channel

What next for retail?

##### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2022

Seasonality

Christmas

Back to School

##### MARKET DATA

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 9 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 10 Sales in Retail Offline by Channel: Value 2017-2022

Table 11 Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 12 Retail Offline Outlets by Channel: Units 2017-2022

Table 13 Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 14 Sales in Retail E-Commerce by Product: Value 2017-2022

Table 15 Sales in Retail E-Commerce by Product: % Value Growth 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

|          |                                                                                              |
|----------|----------------------------------------------------------------------------------------------|
| Table 16 | Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022                          |
| Table 17 | □Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022               |
| Table 18 | □Sales in Grocery Retailers by Channel: Value 2017-2022                                      |
| Table 19 | □Sales in Grocery Retailers by Channel: % Value Growth 2017-2022                             |
| Table 20 | □Grocery Retailers Outlets by Channel: Units 2017-2022                                       |
| Table 21 | □Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022                               |
| Table 22 | □Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022                     |
| Table 23 | □Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022           |
| Table 24 | □Sales in Non-Grocery Retailers by Channel: Value 2017-2022                                  |
| Table 25 | □Sales in Non-Grocery Retailers by Channel: % Value Growth 2017-2022                         |
| Table 26 | □Non-Grocery Retailers Outlets by Channel: Units 2017-2022                                   |
| Table 27 | □Non-Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022                           |
| Table 28 | □Retail GBO Company Shares: % Value 2018-2022                                                |
| Table 29 | □Retail GBN Brand Shares: % Value 2019-2022                                                  |
| Table 30 | □Retail Offline GBO Company Shares: % Value 2018-2022                                        |
| Table 31 | □Retail Offline GBN Brand Shares: % Value 2019-2022                                          |
| Table 32 | □Retail Offline LBN Brand Shares: Outlets 2019-2022                                          |
| Table 33 | □Retail E-Commerce GBO Company Shares: % Value 2018-2022                                     |
| Table 34 | □Retail E-Commerce GBN Brand Shares: % Value 2019-2022                                       |
| Table 35 | □Grocery Retailers GBO Company Shares: % Value 2018-2022                                     |
| Table 36 | □Grocery Retailers GBN Brand Shares: % Value 2019-2022                                       |
| Table 37 | □Grocery Retailers LBN Brand Shares: Outlets 2019-2022                                       |
| Table 38 | □Non-Grocery Retailers GBO Company Shares: % Value 2018-2022                                 |
| Table 39 | □Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022                                   |
| Table 40 | □Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022                                   |
| Table 41 | □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027            |
| Table 42 | □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027   |
| Table 43 | □Forecast Sales in Retail Offline by Channel: Value 2022-2027                                |
| Table 44 | □Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027                       |
| Table 45 | □Forecast Retail Offline Outlets by Channel: Units 2022-2027                                 |
| Table 46 | □Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027                         |
| Table 47 | □Forecast Sales in Retail E-Commerce by Product: Value 2022-2027                             |
| Table 48 | □Forecast Sales in Retail E-Commerce by Product: % Value Growth 2022-2027                    |
| Table 49 | □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027               |
| Table 50 | □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027     |
| Table 51 | □Forecast Sales in Grocery Retailers by Channel: Value 2022-2027                             |
| Table 52 | □Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027                    |
| Table 53 | □Forecast Grocery Retailers Outlets by Channel: Units 2022-2027                              |
| Table 54 | □Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027                      |
| Table 55 | □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027           |
| Table 56 | □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027 |
| Table 57 | □Forecast Sales in Non-Grocery Retailers by Channel: Value 2022-2027                         |
| Table 58 | □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2022-2027                |
| Table 59 | □Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027                          |
| Table 60 | □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027                  |

DISCLAIMER

SOURCES

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)



## Discounters in South Africa

Market Direction | 2023-04-12 | 35 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

| Select license | License                        | Price    |
|----------------|--------------------------------|----------|
|                | Single User Licence            | €825.00  |
|                | Multiple User License (1 Site) | €1650.00 |
|                | Multiple User License (Global) | €2475.00 |
|                |                                | VAT      |
|                |                                | Total    |

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

|               |                      |                               |                                         |
|---------------|----------------------|-------------------------------|-----------------------------------------|
| Email*        | <input type="text"/> | Phone*                        | <input type="text"/>                    |
| First Name*   | <input type="text"/> | Last Name*                    | <input type="text"/>                    |
| Job title*    | <input type="text"/> |                               |                                         |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/>                    |
| Address*      | <input type="text"/> | City*                         | <input type="text"/>                    |
| Zip Code*     | <input type="text"/> | Country*                      | <input type="text"/>                    |
|               |                      | Date                          | <input type="text" value="2026-02-11"/> |
|               |                      | Signature                     | <input type="text"/>                    |

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com