

Supermarkets in South Africa

Market Direction | 2024-02-28 | 34 pages | Euromonitor

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Report description:

After a relatively strong performance during the pandemic, due to lockdown restrictions, supermarkets in South Africa once again benefited in 2023 from consumers' renewed focus on essential products due to economic pressures. The channel's performance was also supported by a steady expansion in outlets, as well as consumers' revived routines, which boosted store footprint. As local consumers generally tightened their belts in response to persistent inflation, leading some households to downgrade...

Euromonitor International's Supermarkets 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 Supermarkets 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.

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