

Consumer Lifestyles in South Africa

Market Direction | 2024-06-14 | 61 pages | Euromonitor

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Report description:

Consumer Lifestyles offers valuable insights into key consumer attitudes and current thinking, and their impact on purchasing and consumption habits; quantifying behaviours, preferences and motivations, and aligning them with broader trends.

Euromonitor's Consumer Lifestyles 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 Overview 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 landscape in South Africa 2024

Personal traits and values

Consumers in South Africa concerned about the rising cost of essential goods

South Africans split their time between themselves and their close family

Consumers in South Africa feel at ease expressing their identity among friends and family

South Africans open to exploring new product offerings

Voice of the consumer (1)

Gen Z looking forward to a bright future

Personal traits and values survey highlights

Home life and leisure time

Keeping a clean and tidy home is the number one household activity in South Africa

South Africans frequently socialise with friends in person

Voice of the consumer (2)

Younger consumers desire homes with smart functionality

Safe location remains top priority for all South African households

South Africans seek getting the best return on money spent when travelling

Home life and leisure time survey highlights

Eating and dietary habits

Consumers look for healthy ingredients in food and beverages

Most meals are cooked and prepared by someone else in the household

Millennials most frequently snack during the day, in between meals

Strong emphasis is placed on identifying healthy ingredients by all generations

Consumers most willing to pay more for products with health and nutritional claims

Eating and dietary habits survey highlights

Working life

Working for a company that prioritises health and safety for all is of high importance

Consumers in South Africa want to have a job that allows for a strong work-life balance

Voice of the consumer (3)

Gen Z consumers driven by earning a competitive income

South Africans show entrepreneurial desires

Working life survey highlights

Health and wellness

South Africans try and exercise almost every day

Meditation the most popular stress-reduction activity among South Africans

Respondents think health and nutritional properties is the most influential product feature

Voice of the consumer (4)

Younger generations utilising tech more often to manage and track their health

Health and wellness survey highlights

Shopping and spending

South African consumers have a keen eye for finding bargains

Baby boomers enjoy browsing without making a purchase

Millennials most closely study product labels

South African consumers willing to buy second hand or previously owned offerings

Older generations more focused on buying second hand/Previously owned goods

Voice of the consumer (5)

Millennials most active in their engagement and interactions with brands

Consumers primarily trust friends and family recommendations

Voice of the Consumer (6)

South African consumers foresee an increase in spending on health and wellness

Older generations most concerned about their current financial health

Shopping and spending survey highlights

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