

Consumer Values and Behaviour in South Africa

Market Direction | 2024-06-11 | 56 pages | Euromonitor

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Report description:

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

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.

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Scope

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Consumer values and behaviour in South Africa

South African consumers are worried about the rising prices of everyday goods and services
Older generations are steadfast about the importance of their spiritual beliefs
South Africa consumers are willing to explore new product offerings and solutions
Millennials are at the forefront in trying and researching new brands and solutions on offer
South Africa consumers remain optimistic about their future lives
Gen Z are particularly positive about their outlook
While at home, consumers in South Africa frequently connect with friends or family online
Safe location is the most appreciated home feature among South African households
Consumers in South Africa enjoy cooking or baking dishes themselves
South Africans confirm that someone else in household typically cooks for them
Younger consumers lack the confidence to cook quality meals at home
All generations are focused on identifying healthy ingredients as part of their dietary plans
Baby boomers are most concerned about setting their own time schedules
South Africans primarily desire to earn a competitive income
Maintaining a clear separation between professional and personal lives remains paramount
South African consumers engage in online social activities at least weekly
Younger consumers love socialising both online and in person
South African consumers consider value for money as their top travel consideration
Baby boomers expect nature and outdoor activities options when travelling
Running or jogging at least once a week remains the most frequent exercise habit
Strenuous exercise such as running or jogging is most evident among younger consumers
Millennials are taking active steps to reduce stress and maintain their mental wellbeing
Consumers are worried about climate change
Gen Z are least interested in changing their behaviour to lead a more sustainable life
Baby boomers are driving green behaviours and activism
Over half of South African consumers actively look for bargains
Older generations like to browse in stores even if they don't need to buy anything
Consumers in South Africa consistently search for established or renowned brands
Baby boomers are showing strongest drive for a minimalist lifestyle
South Africans want to increase spending on health and wellness
Spending on education remains of importance among the youth
South African consumers are far more concerned about their financial situation
Most concerned about the current financial situation are those from older generations
Gen Z are struggling to balance intentions to save more and spend less
South Africans actively manage data sharing and privacy settings
Younger generations are more open to sharing data in order to receive personalised offers/deals
South Africans use messaging or communication apps almost daily
All generations are benefiting from greater access to communication and messaging apps
Younger generations are driving purchases of items or services online
Engagement with companies' social media is much more popular compared to global average
Younger consumers are much more likely to engage with companies and brands online

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