

South Africa: Consumer Profile

Market Direction | 2025-01-16 | 45 pages | Euromonitor

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Report description:

By 2040, South Africa's population growth will decline owing to lower fertility rates, resulting in a increase in the number of childless households. Generation Alpha, those aged 15 to 30, are set to overtake millennials as the most prevalent cohort. South Africa is expected to remain one of the most unequal societies in terms of income disparity, as social mobility continues to be hindered by a lack of quality education and limited job opportunities.

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Euromonitor's South Africa: Consumer Profile 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 Economy 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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Table of Contents:

Scope

Key findings

Key drivers affecting consumers in South Africa in 2023

How developments today shape the consumers of tomorrow

Obesity is far more prevalent among women

Gen Alpha market influence to grow as it overtakes Gen Z as the largest consumer segment

Urbanisation set to continue rising amid workforce expansion

Opportunities for growth

Urbanisation is catalysing the growth of childless households in South Africa

South Africans maintain their preference for larger homes, despite shrinking household sizes

South Africa expected to see a comparatively high share of female led households

Broadband internet to be near universal as households becomes more connected

High inflation is straining low-income households and increasing consumer concerns

Younger generations are more optimistic and have an experience-orientated lifestyle

Older population segment to report higher share of higher earners

Pretoria set for the speediest expansion of consumer expenditure among major cities

Younger generations seek quality, while older generations prioritise value for money

Increased costs of living forms frugal habits among South African Consumers

Most South Africans try to protect the environment through everyday actions

While not overly confident, South Africans remain optimistic about their financial futures

South Africa's high unemployment on a declining path

Key takeaways

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