

Direct Selling in South Africa

February 2024

Table of Contents

Direct Selling in South Africa - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Direct selling sales stabilise but environment remains challenging

Avon continues to expand business model in South Africa

Tupperware continues to lose ground as customer base shrinks

PROSPECTS AND OPPORTUNITIES

Direct selling will likely benefit from improving market conditions

Omnichannel will continue to transform business models

Innovation will focus on sustainability

CHANNEL DATA

Table 1 - Direct Selling by Product: Value 2018-2023

Table 2 - Direct Selling by Product: % Value Growth 2018-2023

Table 3 - Direct Selling GBO Company Shares: % Value 2019-2023

Table 4 - Direct Selling GBN Brand Shares: % Value 2020-2023

Table 5 - Direct Selling Forecasts by Product: Value 2023-2028

Table 6 - Direct Selling Forecasts by Product: % Value Growth 2023-2028

Retail in South Africa - Industry Overview

EXECUTIVE SUMMARY

Retail in 2023: The big picture

Further acquisitions and diversification emerge as leading retailers deploy greater resources

Competition intensifies online as the market normalises

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Christmas

Back to School

MARKET DATA

Table 7 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 9 - Sales in Retail Offline by Channel: Value 2018-2023

Table 10 - Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 11 - Retail Offline Outlets by Channel: Units 2018-2023

Table 12 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 13 - Sales in Retail E-Commerce by Product: Value 2018-2023

Table 14 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 15 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 17 - Sales in Grocery Retailers by Channel: Value 2018-2023

Table 18 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 19 - Grocery Retailers Outlets by Channel: Units 2018-2023

Table 20 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 21 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

- Table 22 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 23 Sales in Non-Grocery Retailers by Channel: Value 2018-2023
- Table 24 Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023
- Table 25 Non-Grocery Retailers Outlets by Channel: Units 2018-2023
- Table 26 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023
- Table 27 Retail GBO Company Shares: % Value 2019-2023
- Table 28 Retail GBN Brand Shares: % Value 2020-2023
- Table 29 Retail Offline GBO Company Shares: % Value 2019-2023
- Table 30 Retail Offline GBN Brand Shares: % Value 2020-2023
- Table 31 Retail Offline LBN Brand Shares: Outlets 2020-2023
- Table 32 Retail E-Commerce GBO Company Shares: % Value 2019-2023
- Table 33 Retail E-Commerce GBN Brand Shares: % Value 2020-2023
- Table 34 Grocery Retailers GBO Company Shares: % Value 2019-2023
- Table 35 Grocery Retailers GBN Brand Shares: % Value 2020-2023
- Table 36 Grocery Retailers LBN Brand Shares: Outlets 2020-2023
- Table 37 Non-Grocery Retailers GBO Company Shares: % Value 2019-2023
- Table 38 Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023
- Table 39 Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023
- Table 40 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028
- Table 41 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028
- Table 42 Forecast Sales in Retail Offline by Channel: Value 2023-2028
- Table 43 Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028
- Table 44 Forecast Retail Offline Outlets by Channel: Units 2023-2028
- Table 45 Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028
- Table 46 Forecast Sales in Retail E-Commerce by Product: Value 2023-2028
- Table 47 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028
- Table 48 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 49 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
- Table 50 Forecast Sales in Grocery Retailers by Channel: Value 2023-2028
- Table 51 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028
- Table 52 Forecast Grocery Retailers Outlets by Channel: Units 2023-2028
- Table 53 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028
- Table 54 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028
- Table 55 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028
- Table 56 Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028
- Table 57 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028
- Table 58 Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028
- Table 59 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

· Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the

- key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/direct-selling-in-south-africa/report.