Euromonitor International

Consumer Lifestyles in South Africa

June 2025

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Scope

CONSUMER LANDSCAPE

Consumer landscape in South Africa 2025

PERSONAL TRAITS AND VALUES

Personal traits and values
Consumers in South Africa look for ways to simplify their life
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Consumers feel comfortable expressing their identity with friends and family
Consumers in South Africa prefer to explore innovative products and services
Older generations foresee an increase in their financial wellbeing
Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time
Hobbies: Most popular among Baby Boomers as home activity
Socialising with loved ones in person is top leisure activity
Garage/indoor parking: Most desired home feature by Baby Boomers
Location with limited air pollution: Most desired external feature by older generations
Consumers in South Africa desire getting the most value for money when travelling
Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits
Consumers in South Africa look for healthy ingredients in food and beverages
Younger generations more likely to order food for delivery based on convenience
Consumers in South Africa prepare meals for themselves regularly
Gen X look for healthy ingredients in food and beverages
Consumers are ready to pay more for products with health and nutritional properties
Eating and dietary habits survey highlights

WORKING LIFE

Working life
Employees want a company that places a high value on wellbeing and safety
Consumers in South Africa want to have a job that allows for a strong work-life balance
Younger generations want to be given the option to work overseas
Consumers expect to work from home in the future
Working life survey highlights

HEALTH AND WELLNESS

Health and wellness
Respondents walk or hike for exercise
Gen Z most likely to practice meditation as a stress-reduction activity
Respondents think health and nutritional properties is the most influential product feature
Younger generations frequently visit health-related or medical sites
Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending
Consumers like to find bargains
Millennials regularly buy themselves small treats
Millennials seek products with easy to understand labels

Younger generations willing to purchase second had or previously-owned items
Consumers often share/swap items or services
Gen Z regularly share their shopping activities
Consumers in South Africa highly trust friends and family recommendations
Consumers in South Africa expect to spend more on education
Baby Boomers count on financial backing or government subsidies
Shopping and spending survey highlights

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