

Consumer Lifestyles in South Africa

May 2023

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Consumer landscape in South Africa 2023

Personal traits and values

Voice of the consumer (1)

"Time for myself" remains a high priority

Identity, status and values reflected in consumer attitudes and behaviour

Consumers appreciate innovation and look for new experiences

Younger consumers have a more positive outlook on their future

Personal traits and values survey highlights

Home life and leisure time

Active households are driving consumers to invest more in their home spaces

Consumers spend a good part of their leisure time engaging with friends online and offline

Ideal home features vary widely among generations

Having a home in a suburban location is valued by all generations

Demand for domestic leisure trips remain strong as consumers stay closer to home

Home life and leisure time survey highlights

Eating and dietary habits

Consumers pay more attention to the health benefits of the foods they eat

Voice of the consumer (2)

Lack of time to buy groceries and prepare home-cooked meals impacts meal choices

Home cooking most regular choice but demand for snacks and restaurant food booming

Consumers make their food choices based on perceived health benefits

Consumers are willing to pay more for foods that provide health and nutritional benefits

Eating and dietary habits survey highlights

Working life

Expectations of high levels of employee health and safety apparent across generations

Conditions that allow for a strong work-life balance are important for many

Salaries and job security remain important job considerations

Many see their future working lives fitting more easily around their lifestyles

Working life survey highlights

Health and wellness

A high percentage of consumers use exercise to maintain their health and wellness

Voice of the consumer (3)

A growing number of consumers focusing on improving their mental wellbeing?

Consumers look for food attributes that they feel will benefit their health

Consumers continue to adopt technology solutions to manage their health and fitness

Health and wellness survey highlights

Shopping and spending

Voice of the consumer (4)

Cost-of-living crisis motivating consumers to find ways to manage their budgets

Voice of the consumer (5)

Despite pressure on household budgets consumers want good quality products

Consumers seek out personalised and tailored shopping experiences

Consumers are becoming more mindful of the impact of their purchasing habits

Voice of the consumer (6)

Consumers embrace the circular economy and support brands that share their values

Consumers engaging more with companies and brands through social media channels

Data privacy is a concern, but technology is key to enhancing the shopper journey

Consumers are focusing their attention on spending on essentials and trying to save more

Voice of the consumer (7)

Most generations have concerns around their current financial situation

Shopping and spending survey highlights

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