



Consumer Lifestyles in South Africa

June 2025

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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

Time for children: Most prioritised by older generations

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 hand 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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