

# Households: South Africa

October 2023

**Table of Contents** 

# Households: South Africa

## HEADLINES

#### PROSPECTS

Single person households to grow at the fastest pace Emalahleni is forecast to see the fastest growth in households Disposable income growth per household to record decline in real terms Despite universal electricity access, power shortages persist, disrupting daily life Affordability issues hamper access to the internet in South Africa Over a quarter of urban population reside in slums due to housing shortage

## HOUSEHOLD PROFILE

- Chart 1 Household Profile: 2022-2027
- Chart 2 Households by Number of Persons: 2027
- Chart 3 % of Households by Number of Children: 2027
- Chart 4 Households by Type of Household: 2027
- Chart 5 Consumer Expenditure by Household Type in South Africa: 2017/2022/2027
- Chart 6 Household Head's Sex and Employment in South Africa: 2027
- Chart 7 Households by Education of Head of Household: 2027
- Chart 8 Households by Economic Status of Head of Household in South Africa: 2027
- Chart 9 Households by Age of Head: 2027
- Chart 10 Household Penetration by Facilities: 2027
- Chart 11 Household Possession of Kitchen Durables in 2027: % of Households
- Chart 12 Household Possession of Other Durables in 2027: % of Households
- Chart 13 Household Digital Penetration in South Africa Compared to Global Average: 2027
- Chart 14 Possession of Entertainment Electronics in 2027: % of Households
- Chart 15 Possession of Other Electronics in 2027: % of Households
- Chart 16 Key Metrics of Households Property Market: 2017-2027
- Chart 17 Households by Number of Rooms: 2027
- Chart 18 Households by Size of Dwelling in South Africa: 2027
- Chart 19 Housing Completions and House Price Index in South Africa: 2017-2023

# 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/households-south-africa/report.