Euromonitor International

Megatrends in South Africa

December 2024

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Megatrends framework

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Consumers set to prioritise digital living and convenience as lifestyles continue to speed up

CONVENIENCE

Convenience
Checkers innovates with Foodie! range of quick meal solutions
Convenience is a priority for modern consumers
South Africans look for ways to juggle work and home life
Consumers like the immediacy of in-store shopping
Online shoppers appreciate the flexibility of e-commerce
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DIGITAL LIVING

Digital living
Google launches its conversational AI assistant Gemini in South Africa
Younger South Africans enjoy the convenience of smart home technology
Consumers want to be in control of their data
Millennials are willing to share their data in exchange for targeted offers
Friends and family remain the first port of call for information
Consumers expect more face-to-face interactions in future

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Diversity and inclusion
Marvel's Heroes Unite campaign aims to empower young people with disabilities
Millennials are the most politically active cohort
Most South Africans are confident about their identity
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Middle-class consumers are eager for new experiences
Relaxation is the primary travel motivation
Shoppers look for in-store experiences

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Personalisation
Samsung showcases its new Bespoke AI range of smart appliances
Millennials show the greatest interest in tech-driven experiences
Younger consumers are keen to express their personalities

PREMIUMISATION

Premiumisation
Woodlands taps into healthy indulgence with First Choice Double Cream Dairy Snacks
Most consumers want a simpler life
South Africans are generally confident about their investments
Food buyers prioritise healthy options and strong brands

PURSUIT OF VALUE

Pursuit of value
eBucks and Pick n Pay join forces to increase value for customers
Older South Africans are the most frugal
The cost-of-living crisis is felt across the age spectrum
Consumers embrace the repurposing movement
Shoppers are keen to maximise value

SHOPPER REINVENTED

Shopper reinvented
Shein blends offline with online at its first pop-up store in South Africa
Millennials demand transparency and personalisation
Shoppers enjoy a range of buying options
South Africans are keen to engage with brands via social media
Young consumers shift towards social commerce

SUSTAINABLE LIVING

Sustainable living
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Wellness
Happy Culture continues to innovate within RTD kombucha
Meditation is the most common way to beat stress
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Consumers remain alert to personal safety post-pandemic
Leverage the power of megatrends to shape your strategy today

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