

South Africa Retail Report Q2 2016

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Abstracts

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BMI View: Despite an economic crisis on the horizon, South Africa's retail sector is strengthening, with international brands, such as H&M, reporting the success of their initial opening stores and making dramatic expansion plans into the market, which may serve to attract other major companies to the country. While household spending has slowed, a growing middle-class aspirational population in the key 20-30 demographic will start to boost sales in the medium term, leading to heightened spending on non-essentials and luxury goods and acting to promote further growth in the market.

Key Views & Developments

South African clothing & footwear group Foshini acquired Whistles in March 2016, which comes shortly after the acquisition of 85% of shares in UK retail group Phase Eight. This marks a further development in the domestic retailer's international expansion plan.

Housing & utilities will continue to out-perform all other sectors, with 16.3% of total GDP forecast in 2016, whilst alcoholic drinks and tobacco is forecast to be the slowest in terms of growth rates.

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