

South Africa Retail Report Q3 2016

<https://marketpublishers.com/r/SF7BDF3AB52EN.html>

Date: July 2016

Pages: 66

Price: US\$ 1,295.00 (Single User License)

ID: SF7BDF3AB52EN

Abstracts

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BMI View: South African retailers face an extremely challenging 2016, as the country's ongoing economic malaise combines with new affordability rules, limiting retailers' ability to provide easy in-store credit. Despite this, over the medium-to-long term the outlook is brighter, as the economy slowly recovers and the crucial 20-39 year old demographic increases its population share. This segment of society is particularly important for fashion brands, given their high brand awareness. Moreover, an expanding middle-income population will assist retail growth across market segments in the long term.

Key Views & Developments

Confidence of South African retailers fell to a 15-year low in Q216, with just 26% stating they were satisfied with prevailing business conditions, according to the Bureau for Economic Research. This is down from 44% in Q116.

The Mall of Africa is set to reach, or even surpass, its first year turnover forecast of ZAR2.6bn (USD176mn). According to the Mall of Africa the key stores driving turnover were Woolworths, Checkers, Edgars, Game and DionWired.

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