

South Africa Retail Report Q4 2015

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Abstracts

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BMI View: Economic troubles have taken South Africa's economy to the brink of recession, however, there has been renewed hope for the retail sector due to steady growth in retail sales at the start of the summer. There has been continued modernisation of the country's urban retail real estate sector and this is helping to attract international retail groups who are keen to cater to the country's expanding middle class. Both H&M and Krispy Kreme will make their entry into the South African market during the final quarter. Nevertheless, high levels of unemployment will continue to prevent income growth in a large portion of the population and this will hold back further opportunities for large retailers.

Recession looms in South Africa as we enter the final quarter of the year. The economy shrank by 1.3% during the second quarter, however, the economy has shown some sign of improvement during the summer of 2015. This was illustrated by the fact that Power utility company, Eskom marked 30 straight days without imposing rolling power cuts during August. A more stable power supply will be important in ensuring the decline in growth does not continue into the next quarter and this will help elevate both consumer and business confidence. Nonetheless- additional headwinds will linger from the country's endemic level of unemployment, which stands at 24.2%.

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