

# Megatrends in South Africa

<https://marketpublishers.com/r/M4C5F0140CD3EN.html>

Date: December 2023

Pages: 71

Price: US\$ 1,325.00 (Single User License)

ID: M4C5F0140CD3EN

## Abstracts

This Megatrends report highlights long-term trends resulting from shifts in consumer values and behaviour. It provides a summary of each of Euromonitor International's 10 focus megatrends and insights as to how each trend has manifested in South Africa.

Euromonitor's Megatrends in South Africa report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Megatrends market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research

reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### Scope

The drivers shaping consumer behaviour

### Megatrends framework

Businesses harness megatrends to renovate, innovate and disrupt

### Convenience

Takealot launches one-hour on-demand delivery service

Tech is increasingly relied upon to simplify everyday tasks

Consumers seek flexibility in all areas of life

Shoppers want to be able to buy on the spot

Gen Z are the most likely to lack time for cooking

### Digital living

Lokshin WiFi unveils cost-effective internet solution for South Africans

Food delivery is very popular in South Africa

Consumers are protective of their personal data

Gen Z are the most willing to share data for personalised offers

Friends and family remain the most trusted information source

Many consumers expect more face-to-face activity post-pandemic

### Diversity and inclusion

Woolworths supports Pride Month with high-profile campaign

Gen X are the most keen to help those in need

South Africans generally feel comfortable expressing their identity

Trust in brands is important

### Experience more

Game joins the metaverse by launching a virtual hub on Roblox

South Africans enjoy socialising both on- and offline

Relaxation is key priority when choosing a holiday destination

More consumers value real world than online experiences

### Personalisation

Tailorblend's personalised nutrition is made available on Momentum's reward scheme

Millennials are the most partial to virtual experiences

Most South Africans want tailored experiences

### Premiumisation

RCL Foods continues to innovate with premium pet foods

Most consumers want a simpler life

Gen Z have the most confidence in their investments

Healthfulness and quality are prized attributes

### Pursuit of value

Thanks to Yaga , higher-quality items are now more affordable to South Africans

The older generations are the most frugal

Shoppers are worried about rising living costs

South Africans are embracing the circular economy

Shoppers seek ways to make their money go further

Shopper reinvented

Amazon announces plans to expand to South Africa, reshaping online retail

South Africans are more likely than their global peers to buy themselves treats

S-commerce gains traction, in line with rising social media use

Millennials are the most likely to shop on social media

Sustainable living

Checkers introduces shopping trolleys made from recycled milk bottles

Consumers are keen to play a part in protecting the environment

Mindful consumption is on the rise

Reducing food waste tops the list of green activities

Wellness

Futurelife Mothers Food offers optimal nutrition to expectant and breastfeeding women

Meditation is the leading antidote to stress

Half of South Africans regularly consume dietary supplements

Consumers continue to take precautions in the post-pandemic era

Leverage the power of megatrends to shape your strategy today

## I would like to order

Product name: Megatrends in South Africa

Product link: <https://marketpublishers.com/r/M4C5F0140CD3EN.html>

Price: US\$ 1,325.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M4C5F0140CD3EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970