

# South African Retail Industry Forecast to 2013

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## Abstracts

The South Africa retail industry is one of largest retail industry in the Sub Saharan region that presents profitable investment opportunities for new players. With surging middle class, rising income levels, low-interest rates, changing lifestyle, introduction of new models led to the rolling demand of retail products in the country. Besides, increasing consumer appetite for convenient shopping and soaring sales of low priced non-traditional products have had a positive impact on the South Africa retail industry.

The retail market has benefited from a strong consumer confidence and high public spending on both food and non-food items. We have found that the non-food retailing will grow at a faster pace than food retailing, with high spending on technical consumer goods. With the rising employment opportunities and low interest rates, the market is set for growth in the coming years. We anticipate that the South African retail market will grow at a CAGR of around 7% during 2011-2014.

Further, our report reveals that, the market will witness a dramatic change in the competitive landscape over the next few years. A large number of companies will foray into the lucrative retail market of South Africa with their diversified product portfolio. This will lead the incumbent players to invest heavily in establishing their stores across different regions of the country.

“South African Retail Industry Forecast to 2013” has been authored to evaluate the growth potentials of the South African retail industry. It is an outcome of extensive research and conceptual analysis of the industry and provides information on all prominent segments of the industry. Further, the report talks about the various aspects of the retail industry, such as industry performance, future prospects, growth opportunities etc. Additionally, the report sheds light on the emerging industry trends, which are expected to decide the future of the region’s retail sector.

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