



Consumer Values and Behaviour in South Africa

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Scope

HIGHLIGHTS

Consumer values and behaviour in South Africa

PERSONAL TRAITS AND VALUES

South African consumers are worried about the rising prices of everyday goods and services

Older generations are steadfast about the importance of their spiritual beliefs

South Africa consumers are willing to explore new product offerings and solutions

Millennials are at the forefront in trying and researching new brands and solutions on offer

South Africa consumers remain optimistic about their future lives

Gen Z are particularly positive about their outlook

HOME LIFE

While at home, consumers in South Africa frequently connect with friends or family online

Safe location is the most appreciated home feature among South African households

COOKING AND EATING HABITS

Consumers in South Africa enjoy cooking or baking dishes themselves

South Africans confirm that someone else in household typically cooks for them

Younger consumers lack the confidence to cook quality meals at home

All generations are focused on identifying healthy ingredients as part of their dietary plans

WORKING LIFE

Baby boomers are most concerned about setting their own time schedules

South Africans primarily desire to earn a competitive income

Maintaining a clear separation between professional and personal lives remains paramount

LEISURE

South African consumers engage in online social activities at least weekly

Younger consumers love socialising both online and in person

South African consumers consider value for money as their top travel consideration

Baby boomers expect nature and outdoor activities options when travelling

HEALTH AND WELLNESS

Running or jogging at least once a week remains the most frequent exercise habit

Strenuous exercise such as running or jogging is most evident among younger consumers

Millennials are taking active steps to reduce stress and maintain their mental wellbeing

SUSTAINABLE LIVING

Consumers are worried about climate change

Gen Z are least interested in changing their behaviour to lead a more sustainable life

Baby boomers are driving green behaviours and activism

SHOPPING

Over half of South African consumers actively look for bargains

Older generations like to browse in stores even if they don't need to buy anything

Consumers in South Africa consistently search for established or renowned brands

Baby boomers are showing strongest drive for a minimalist lifestyle

SPENDING

South Africans want to increase spending on health and wellness

Spending on education remains of importance among the youth

South African consumers are far more concerned about their financial situation

Most concerned about the current financial situation are those from older generations

Gen Z are struggling to balance intentions to save more and spend less

TECHNOLOGY

South Africans actively manage data sharing and privacy settings

Younger generations are more open to sharing data in order to receive personalised offers/deals

South Africans use messaging or communication apps almost daily

All generations are benefiting from greater access to communication and messaging apps

Younger generations are driving purchases of items or services online

Engagement with companies' social media is much more popular compared to global average

Younger consumers are much more likely to engage with companies and brands online

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