



# Convenience Retailers in South Africa

February 2024

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## Convenience Retailers in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Convenience stores continue to benefit from proximity  
Reinventing the business model of forecourt retailers in South Africa  
Shoprite retains lead of convenience stores as it expands its franchise network

#### PROSPECTS AND OPPORTUNITIES

Diversification will continue to boost sales of forecourt retailers  
Phygital experience will emerge in higher-income areas  
Franchise model will prevail in convenience stores

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