

Small Local Grocers in South Africa

February 2024

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Small Local Grocers in South Africa - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Small local grocers remain subject to high inflation
Increasing numbers of brands target small local grocers
Fintech continues to support the modernisation of the channel

PROSPECTS AND OPPORTUNITIES

Small local grocers will continue to expand as unemployment persists
The end of exclusive lease agreements will create room for small local grocers
Improving socioeconomic conditions will support channel's modernisation

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Competition intensifies online as the market normalises
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