

# General Merchandise Stores in South Africa

February 2024

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## General Merchandise Stores in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Woolworths leads department stores despite intensified competition  
Edgars resumes expansion after changing hands during the pandemic  
The Crazy Store retains lead in variety stores

#### PROSPECTS AND OPPORTUNITIES

More department stores will embrace the “shoppertainment” trend  
Variety stores will continue expanding in underserved areas  
Return of Edgars could reshape competitive landscape

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Competition intensifies online as the market normalises  
What next for retail?

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