



**Euromonitor  
International**

# Income and Expenditure: South Africa

September 2025

Table of Contents

### HEADLINES

### PROSPECTS

Economic slowdown and National Treasury's "bracket creep" limit income growth

Social Relief of Distress Grant remains critical measure for millions of unemployed

South African Reserve Bank's restrictive monetary policies lead to muted consumer expenditure

South Africa's wealth concentration among the affluent is expected to persist despite market decline

Chart 1 - Annual Gross Income Distribution by Age in South Africa 2024

Chart 2 - Distribution of Income in South Africa: Key Metrics 2024-2029

Chart 3 - Gross Income Growth Index in South Africa 2024-2029

Chart 4 - Average Gross Income by Age in South Africa 2024-2029

Chart 5 - Population by Income Bracket in 2029

Chart 6 - Gini Index 2024/2029

Chart 7 - Households by Disposable Income (PPP) 2024-2029

Chart 8 - Overview of South Africa's Social Classes 2029

Chart 9 - Social Class E by Age 2024/2029

Chart 10 - Consumer Market and Spending in South Africa: Key Metrics 2024-2029

Chart 11 - Consumer Expenditure in Top Regions: Size in 2029 and Growth over 2019-2029

Chart 12 - Urban/Rural Consumer Expenditure in 2029

Chart 13 - Household Expenditure in 2024

Chart 14 - Consumer Spending by Category in South Africa 2024/2029: USD per Household

Chart 15 - Index of Consumer Prices in South Africa over 2019-2024

Chart 16 - Household Expenditure by Category in South Africa 2029

Chart 17 - South Africa's Wealth Landscape 2024-2030

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/income-and-expenditure-south-africa/report](https://www.euromonitor.com/income-and-expenditure-south-africa/report).