



Euromonitor
International

Consumer Values and Behaviour in South Africa

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CONSUMER VALUES AND BEHAVIOURS IN SOUTH AFRICA

Scope

HIGHLIGHTS

Consumer values and behaviour in South Africa

PERSONAL TRAITS AND VALUES

Consumers have complex ideals, preferences and concerns in South Africa

Older generations concerned about the rising cost of everyday goods

Consumers enjoy experimenting with novel goods and services

Younger generations seek out distinctively tailored products and services

Consumers in South Africa anticipate that their level of happiness will increase in the future

Younger generations are looking forward to a brighter future

HOME LIFE

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

Safe location remains the most desired home feature

COOKING AND EATING HABITS

South Africans prefer to cook or bake dishes for themselves

Consumers say that another member of the family usually prepares meals for them

Millennials prefer to engage in activities other than preparing meals

South Africans look for healthy ingredients in food and beverages

WORKING LIFE

Older generations expect to have the flexibility to work from the comfort of home

Consumers in South Africa primarily desire to attain a lucrative wage

Consumers say they have a strict boundary between work and personal life

LEISURE

Consumers enjoy socialising with friends online

Older generations go shopping for leisure

South Africans prioritise maximizing the benefits while minimizing the cost when travelling

Younger generations expect finding peace and releasing stress when on vacation

HEALTH AND WELLNESS

Consumers in South Africa walk or hike for exercise

Younger generations perform weight lifting or strength training exercises

Consumers in South Africa are interested in meditation

SUSTAINABLE LIVING

South Africans are feeling concerned about the effects of climate change

Consumers actively working towards greener and more sustainable practices

Consumers motivated to repair broken items, rather than replacing them

SHOPPING

Consumers in South Africa love searching for discounts

Gen X likes to buy less goods, but of elevated quality

Consumers regularly seek strong or well-known brands

Baby Boomers are interested in acquiring items that have been previously owned

SPENDING

South Africans expect to increase spending on education

Gen Z set to increase spending on new technology the most

Consumers are concerned about the current economic state

Millennials say their debts outweigh savings

Saving money remains major priority in future

TECHNOLOGY

South Africans are proactive in managing data sharing and privacy settings

Gen Z say it is important to foster an online identity

South Africans employ messaging or communication applications

Older generations regularly access their financial accounts via online means

Younger consumers frequently make online purchases

South Africans show support for companies by following their social media updates

Gen Z help promote products by sharing their purchases via social media profiles

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