

MALLS TO MARKETS

Your Essential Guide to Consumer Goods Retail in South Africa

The Malls to Markets Report is for those who work in, or are planning to enter the South African food retail market. Designed to provide you and your team with an overview of the state of play in the South African goods and grocery retail sector. It's a perfect introduction for international visitors or newcomers to the industry, and an excellent refresher for more experienced players.

Written in an easily, accessible style and packed with photographic insight, bringing our colourful and dynamic industry to life.

Why you need this report:

- The perfect pre-read for international visitors looking to understand SA Consumer Goods Retail
- An introduction to the SA food retail market handbook – for all industry players
- Essential briefing manual for head office trade/store visits
- We make your understanding of the SA food retail market, its major retail players and their market positioning, fast and easy

Report contents:

The PESTLE 101 of Mzansi

- A punchy, analytical overview of the South African food retail trading context

Eish... The Economic Outlook

- South African key economic indicator performance and their impact on the consumer goods retail sector

The South African Shopper

- From Soweto to Sandton SAARF Living Standard Measure (LSM) analysis – Divided We Stand

Key Trends and Developments

- The major retail trends impacting retailer and consumer goods manufacturer trading behaviour

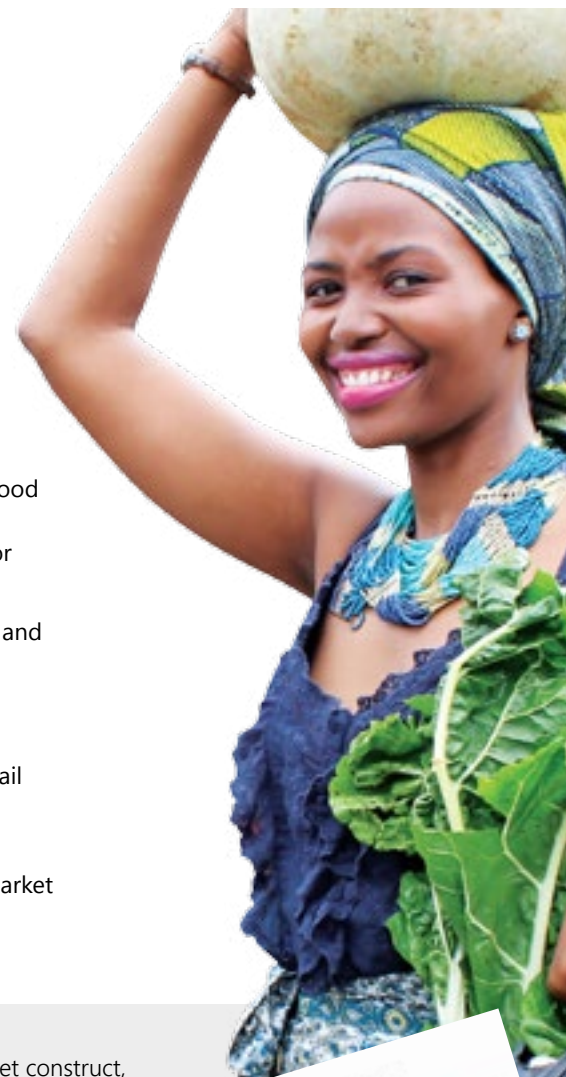
From Mall to Markets

- The South African food retail market construct, value, channels and major retail and wholesale players

An Introduction to the Major Retail Players

- Your 'can't do without' retail fact-sheet
- Iconic South African brands
- A snapshot of South Africa's heritage brands

Learn the Lingo of Mzansi... and how to pronounce it



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