



THE INFORMAL RETAIL CHANNEL REPORT

UPDATED
REPORT
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Your tool to trade more effectively in the township economy

A channel at its most raw and vibrant

The informal trade in South Africa has been described as a source of economic activity at its most raw and vibrant. Although the informal economy is a supremely challenging one to navigate, it also presents significant opportunities found nowhere else in the South African FMCG trading environment – it is an often forgotten playing field for your brand.

Suppliers and manufacturers require insider knowledge and real insights to gain a firm hold on informal retail shelves. The 2020 Informal Retail Channel Report presents actionable insights and opportunities that will enable you to strategically and operationally define your short to medium-term sales and marketing approach.

Why invest in this report

- **Understand the value** of the informal retail sector and its contribution to the broader South African retail economy
- Get a view of the **macro retail trends** impacting trader and shopper behaviour
- Identify available **implications and opportunities**
- Develop a **relevant route-to-market strategy** and operational plan
- **Fast, easy access** to a ready-to-use insight and image-rich PPT report

An invaluable Key Account Manager's customer business planning tool



Content framework

Informal independent retail – How significant is the opportunity?

- Outlines the value and growth of informal retail in South Africa, taking into account channel formats, trader demographics and the trading behaviours of informal traders

Retail trends, insights and supplier implications

- A clear perspective on the township economy and how informal retailers are responding to current market dynamics, identifying the implications and opportunities for suppliers and manufacturers

